01

CONTINUING AUDIT
OF
MARQUEE VALUES

Summer 1947

Number 30

AUDIENCE RESEARCH, INC.
PRINCETON - NEW YORK - HOLLYWOOD

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CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the boxoffice,* as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section* survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket.

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The boxoffice is, of course, an indication, but the boxoffice results cannot reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons,* the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

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*ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the *number interviewed in each group is determined by the number of tickets that group accounts for at the boxoffices of the nation,*

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
BERGMAN, Ingrid	53	55	- 2
GARSON, Greer	38	40	- 2
DAVIS, Bette	37	36	+ 1
JONES, Jennifer	37	35	+ 2
TURNER, Lana	37	38	- 1
COLBERT, Claudette	36	33	+ 3
HAYWORTH, Rita	36	36	-
HUTTON, Betty	36	(36, Winter* '46)	-
STANWYCK, Barbara	36	32	+ 4
GRABLE, Betty	33	33	-
TIERNEY, Gene	33	34	- 1
ROGERS, Ginger	32	34	- 2
DE HAVILLAND, Olivia	29	29	-
SHERIDAN, Ann	29	(23, Summer* '46)	+ 6
O'BRIEN, Margaret	27	30	- 3
CRAWFORD, Joan	26	24	+ 2
FONTAINE, Joan	26	23	+ 3
GODDARD, Paulette	26	23	+ 3
LAMOUR, Dorothy	26	23	+ 3
YOUNG, Loretta	26	23	+ 3
RUSSELL, Rosalind	25	27	- 2
O'HARA, Maureen	24	21	+ 3
TEMPLE, Shirley	24	24	-
DURBIN, Deanna	23	23	-

* Not measured in Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
MC GUIRE, Dorothy	23	25	- 2
DAY, Laraine	21	18	+ 3
DUNNE, Irene	20	19	+ 1
SCOTT, Lizabeth	20	(20, Winter '46)*	-
BAXTER, Anne	19	16	+ 3
HAYWARD, Susan	19	15	+ 4
WYMAN, Jane	19	15	+ 4
LUPINO, Ida	18	(17, Winter '46)*	+ 1
SOTHERN, Ann	18	18	-
SHORE, Dinah	17	17	-
BENNETT, Joan	15	13	+ 2
LAKE, Veronica	15	(13, Winter '46)*	+ 2
WRIGHT, Teresa	15	13	+ 2
BARRYMORE, Ethel	12	10	+ 2
KEYES, Evelyn	12	8	+ 4
MAYO, Virginia	12	11	+ 1
OBERON, Merle	11	(14, Autumn '46)*	- 3
BLAIR, Janet	10	10	-
DE CARLO, Yvonne	10	10	-
MAIN, Marjorie	10	9	+ 1
MONTEZ, Maria	10	10	-
RAINES, Ella	9	10	- 1
VERA-ELLEN	8	7	+ 1
GARDNER, Ava	7	7	-

* Not measured in Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
DREW, Ellen	5	(2, Spring* '46)	+ 3
HALE, Barbara	5	5	-
GREER, Jane	4	3	+ 1
CARTER, Janis	3	(2, Winter* '46)	+ 1
CHAPMAN, Marguerite	3	4	- 1
ALLBRITTON, Louise	2	(2, Winter* '46)	-
DEL RIO, Dolores	2	*	-
LINDSAY, Margaret	2	*	-
MORAN, Dolores	2	2	-
PAXINOU, Katina	2	(4, Summer* '44)	- 2
BEL GEDDES, Barbara	1	1	-
GORDON, Anita	1	(**, Autumn* '46)	+ 1
CROSET, Paule	**	*	-

* Not measured in Spring 1947
** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
CROSBY, Bing	56	57	- 1
LADD, Alan	52	48	+ 4
BOGART, Humphrey	50	47	+ 3
PECK, Gregory	49	45	+ 4
COOPER, Gary	47	47	-
GRANT, Cary	46	46	-
HOPE, Bob	45	46	- 1
TRACY, Spencer	43	41	+ 2
POWER, Tyrone	42	41	+ 1
COTTEN, Joseph	39	34	+ 5
GABLE, Clark	38	39	- 1
MILLAND, Ray	37	37	-
GARFIELD, John	36	30	+ 6
PIDGEON, Walter	36	34	+ 2
ANDREWS, Dana	35	35	-
STEWART, James	35	35	-
CAGNEY, James	34	(29, Winter '46)*	+ 5
FORD, Glenn	32	30	+ 2
KAYE, Danny	32	32	-
MAC MURRAY, Fred	30	29	+ 1
ABBOTT & COSTELLO	29	29	-
MITCHUM, Robert	29	21	+ 8
WAYNE, John	29	27	+ 2
BENDIX, William	28	25	+ 3

* Not measured in Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
TAYLOR, Robert	28	(30, Winter* '46)	- 2
WALKER, Robert	28	24	+ 4
KELLY, Gene	27	(25, Autumn* '46)	+ 2
YOUNG, Robert	26	24	+ 2
ROBINSON, Edward G.	25	(23, Winter* '46)	+ 2
MADISON, Guy	24	21	+ 3
POWELL, Dick	24	21	+ 3
RAFT, George	24	24	-
FONDA, Henry	23	19	+ 4
SINATRA, Frank	23	(22, Winter* '46)	+ 1
PARKS, Larry	22	17	+ 5
FITZGERALD, Barry	21	(18, Autumn* '46)	+ 3
COLMAN, Ronald	20	20	-
SCOTT, Randolph	20	20	-
BARRYMORE, Lionel	19	19	-
HEFLIN, Van	19	(16, Winter* '46)	+ 3
MARCH, Fredric	19	16	+ 3
MONTGOMERY, Robert	19	21	- 2
CANTOR, Eddie	17	(16, Autumn* '46)	+ 1
CARMICHAEL, Hoagy	17	17	-
FAIRBANKS, Douglas, Jr.	17	17	-
WELLES, Orson	17	(19, Winter* '46)	- 2
WOOLLEY, Monty	17	(16, Winter* '46)	+ 1
BOYER, Charles	16	16	-

* Not measured in Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
ROGERS, Roy	16	16	-
CUMMINGS, Robert	15	(17, Autumn* '46)	- 2
EDDY, Nelson	15	(17, Summer* '46)	- 2
SANDERS, George	15	(17, Winter* '46)	- 2
BRENT, George	14	15	- 1
O'CONNOR, Donald	14	13	+ 1
POWELL, William	14	(16, Winter* '46)	- 2
AUTRY, Gene	13	(10, Autumn* '45)	+ 3
MC CREA, Joel	13	(16, Winter* '46)	- 3
MURPHY, George	13	(12, Winter* '46)	+ 1
BERGEN & MC CARTHY	12	14	- 2
MARSHALL, Herbert	12	11	+ 1
DAY, Dennis	11	9	+ 2
TONE, Franchot	11	13	- 2
DE FORE, Don	10	(7, Autumn* '46)	+ 3
LAUGHTON, Charles	10	(14, Autumn* '46)	- 4
MASSEY, Raymond	10	(11, Winter* '46)	- 1
PRICE, Vincent	10	9	+ 1
WILLIAMS, Bill	9	10	- 1
DOUGLAS, Melvyn	8	(9, Winter* '46)	- 1
DURYEA, Dan	8	(2, Summer* '46)	+ 6
LUKAS, Paul	8	8	-
COBURN, Charles	7	(8, Summer* '46)	- 1
MEREDITH, Burgess	7	(8, Winter* '46)	- 1

* Not measured in Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT (SUMMER 1947)	REGULAR AUDIT (SPRING 1947)	DIFFERENCE
PRESTON, Robert	7	* (7, Winter '46)	-
BRUCE, Nigel	6	*	-
IVES, Burl	6	* (5, Winter '46)	+ 1
LANCASTER, Burt	6	6	-
DEVINE, Andy	5	* (4, Spring '46)	+ 1
HARDWICKE, Sir Cedric	5	* (3, Spring '46)	+ 2
HOLDEN, William	5	5	-
BOWMAN, Lee	4	* (4, Winter '46)	-
KNOX, Alexander	4	5	- 1
SMITH, Kent	4	* (1, Spring '46)	+ 3
TIERNEY, Lawrence	4	4	-
CAESAR, Sid	3	*	-
HAYES, Peter Lind	3	* (2, Winter '46)	+ 1
KILBRIDE, Percy	3	*	-
WINNINGER, Charles	3	*	-
CHEVALIER, Maurice	2	2	-
COCHRAN, Steve	2	2	-
COURTLAND, Jerome	2	3	- 1
DALL, John	2	3	- 1
LONG, Richard	2	*	-
O'BRIEN, Edmond	2	* (1, Winter '46)	+ 1
PLATT, Marc	2	2	-
RYAN, Robert	2	* (2, Winter '46)	-
CULVER, Roland	1	*	-
MILLS, John	1	1	-

* Not measured in Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ABBOTT & COSTELLO	29	Summer 1947
AHERNE, Brian	7	Winter 1946
ALBERT, Eddie	5	Spring 1947
ALDA, Robert	2	Winter 1945
ALLBRITTON, Louise	2	Summer 1947
ALLYSON, June	34	Winter 1946
AMECHE, Don	19	Summer 1946
AMES, Leon	2	Winter 1946
ANDREWS, Dana	35	Summer 1947
ARNOLD, Edward	11	Autumn 1946
ARTHUR, Jean	14	Winter 1946
ASTAIRE, Fred	18	Winter 1946
AUMONT, Jean Pierre	8	Winter 1946
AUTRY, Gene	13	Summer 1947
AYRES, Lew	11	Winter 1946
BACALL, Lauren	23	Winter 1946
BALL, Lucille	20	Winter 1946
BANKHEAD, Tallulah	8	Autumn 1945
BARRYMORE, Ethel	12	Summer 1947
BARRYMORE, Lionel	19	Summer 1947
BAXTER, Anne	19	Summer 1947
BEERY, Wallace	18	Summer 1946
BEL GEDDES, Barbara	1	Summer 1947
BELITA	3	Summer 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
BELLAMY, Ralph	3	Winter 1945
BENDIX, William	28	Summer 1947
BENNETT, Joan	15	Summer 1947
BENNY, Jack	16	Spring 1946
BERGEN & MC CARTHY	12	Summer 1947
BERGMAN, Ingrid	53	Summer 1947
BESSER, Joe	1	Spring 1946
BEY, Turhan	12	Winter 1946
BICKFORD, Charles	2	Spring 1947
BLAIR, Janet	10	Summer 1947
BLONDELL, Joan	9	Spring 1947
BLYTH, Ann	4	Winter 1946
BOGART, Humphrey	50	Summer 1947
BOWMAN, Lee	4	Summer 1947
BOYER, Charles	16	Summer 1947
BRACKEN, Eddie	18	Spring 1947
BREMER, Lucille	3	Winter 1946
BRENT, George	14	Summer 1947
BROOKS, Leslie	3	Spring 1947
BRUCE, Nigel	6	Summer 1947
BUCHANAN, Edgar	1	Spring 1946
BURNETTE, Smiley	4	Spring 1946
CAESAR, Sid	3	Summer 1947
CAGNEY, James	34	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CALHOUN, Rory	1	Spring 1947
CALVERT, Phyllis	2	Winter 1946
CAMERON, Rod	7	Winter 1946
CANOVA, Judy	7	Spring 1946
CANTOR, Eddie	17	Summer 1947
CARMICHAEL, Hoagy	17	Summer 1947
CARSON, Jack	14	Winter 1945
CARTER, Janis	3	Summer 1947
CAULFIELD, Joan	7	Spring 1947
CHAPMAN, Marguerite	3	Summer 1947
CHEVALIER, Maurice	2	Summer 1947
CLARK, Dane	19	Spring 1947
COBURN, Charles	7	Summer 1947
COCHRAN, Steve	2	Summer 1947
COLBERT, Claudette	36	Summer 1947
COLMAN, Ronald	20	Summer 1947
COLONNA, Jerry	6	Spring 1946
COMO, Perry	15	Winter 1946
CONTE, Richard	3	Summer 1946
COOPER, Gary	47	Summer 1947
COOPER, Gladys	2	Spring 1946
COTTEN, Joseph	39	Summer 1947
COURTLAND, Jerome	2	Summer 1947
CRAIG, James	12	Winter 1945

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CRAIN, Jean	24	Winter 1946
CRAWFORD, Joan	26	Summer 1947
CRONYN, Hume	4	Spring 1947
CROSBY, Bing	56	Summer 1947
CROSET, Paule	**	Summer 1947
CULVER, Roland	1	Summer 1947
CUMMINGS, Constance	1	Summer 1946
CUMMINGS, Robert	15	Summer 1947
DALL, John	2	Summer 1947
DARNELL, Linda	18	Autumn 1946
DAVIS, Bette	37	Summer 1947
DAVIS, Joan	18	Spring 1947
DAY, Dennis	11	Summer 1947
DAY, Laraine	21	Summer 1947
DE CARLO, Yvonne	10	Summer 1947
DE CORDOVA, Arturo	8	Winter 1946
DE FORE, Don	10	Summer 1947
DE HAVEN, Gloria	12	Winter 1946
DE HAVILLAND, Olivia	29	Summer 1947
DEL RIO, Dolores	2	Summer 1947
DEVINE, Andy	5	Summer 1947
DICK, Douglas	2	Autumn 1946
DONAT, Robert	7	Autumn 1946
DONLEVY, Brian	10	Winter 1946

** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
DONNELL, Jeff	2	Spring 1947
DOUGLAS, Kirk	1	Spring 1947
DOUGLAS, Melvyn	8	Summer 1947
DRAKE, Alfred	1	Spring 1946
DRAKE, Charles	1	Summer 1946
DRAKE, Tom	17	Spring 1947
DREW, Ellen	5	Summer 1947
DUNN, James	3	Summer 1945
DUNNE, Irene	20	Summer 1947
DURANTE, Jimmy	18	Winter 1946
DURBIN, Deanna	23	Summer 1947
DURYEA, Dan	8	Summer 1947
DVORAK, Ann	2	Spring 1947
EDDY, Nelson	15	Summer 1947
ERROL, Leon	4	Spring 1946
EYTHE, William	7	Winter 1945
FAIRBANKS, Douglas, Jr.	17	Summer 1947
FAYE, Alice	18	Spring 1946
FIELD, Betty	6	Spring 1946
FIELDS, Gracie	4	Summer 1945
FITZGERALD, Barry	21	Summer 1947
FITZGERALD, Geraldine	5	Spring 1947
FLEMING, Rhonda	**	Autumn 1946
FLYNN, Errol	31	Winter 1946

** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
FOCH, Nina	2	Spring 1947
FONDA, Henry	23	Summer 1947
FONTAINE, Joan	26	Summer 1947
FORD, Glenn	32	Summer 1947
FOSTER, Susanna	10	Winter 1946
GABLE, Clark	38	Summer 1947
GARBO, Greta	8	Summer 1946
GARDNER, Ava	7	Summer 1947
GARFIELD, John	36	Summer 1947
GARLAND, Judy	31	Spring 1947
GARNER, Peggy Ann	8	Spring 1946
GARSON, Greer	38	Summer 1947
GISH, Lillian	3	Autumn 1945
GLEASON, James	5	Spring 1947
GODDARD, Paulette	26	Summer 1947
GORDON, Anita	1	Summer 1947
GRABLE, Betty	33	Summer 1947
GRANGER, Farley	2	Spring 1947
GRANGER, Stewart	1	Autumn 1946
GRANT, Cary	46	Summer 1947
GRAYSON, Kathryn	19	Spring 1947
GREER, Jane	4	Summer 1947
HALE, Barbara	5	Summer 1947
HALEY, Jack	6	Autumn 1945

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HALL, Jon	9	Winter 1946
HARDING, Ann	5	Spring 1946
HARDWICKE, Sir Cedric	5	Summer 1947
HARRISON, Rex	6	Autumn 1946
HASSO, Signe	4	Spring 1947
HAVER, June	17	Winter 1946
HAYES, George "Gabby"	4	Spring 1946
HAYES, Peter Lind	3	Summer 1947
HAYMES, Dick	25	Spring 1947
HAYWARD, Susan	19	Summer 1947
HAYWORTH, Rita	36	Summer 1947
HEFLIN, Van	19	Summer 1947
HENIE, Sonja	19	Spring 1946
HENREID, Paul	18	Autumn 1946
HEPBURN, Katharine	19	Spring 1947
HILLER, Wendy	1	Autumn 1946
HOBSON, Valerie	2	Autumn 1946
HODIAK, John	21	Autumn 1946
HOLDEN, William	5	Summer 1947
HOMEIER, Skippy	4	Summer 1945
HOPE, Bob	45	Summer 1947
HORNE, Lena	9	Spring 1946
HUNT, Marsha	6	Winter 1946
HUSTON, Walter	8	Summer 1946

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HUTTON, Betty	36	Summer 1947
HUTTON, Robert	8	Spring 1947
IVES, Burl	6	Summer 1947
JEFFREYS, Anne	2	Spring 1947
JERGENS, Adele	1	Autumn 1946
JOHNSON, Celia	2	Spring 1947
JOHNSON, Van	33	Spring 1947
JOLSON, Al	8	Autumn 1946
JONES, Jennifer	37	Summer 1947
KARLOFF, Boris	15	Winter 1946
KAYE, Danny	32	Summer 1947
KELLY, Gene	27	Summer 1947
KENNEDY, Edgar	4	Spring 1946
KERR, Deborah	3	Autumn 1946
KEYES, Evelyn	12	Summer 1947
KILBRIDE, Percy	3	Summer 1947
KNOWLES, Patric	2	Spring 1947
KNOX, Alexander	4	Summer 1947
KORVIN, Charles	3	Spring 1947
KYSER, Kay	15	Autumn 1945
LADD, Alan	52	Summer 1947
LAKE, Veronica	15	Summer 1947
LAMARR, Hedy	24	Spring 1947
LAMOUR, Dorothy	26	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
LANCASTER, Burt	6	Summer 1947
LANDIS, Carole	11	Autumn 1946
LANGFORD, Frances	8	Spring 1946
LANSBURY, Angela	2	Summer 1946
LAUGHTON, Charles	10	Summer 1947
LAWFORD, Peter	12	Autumn 1946
LEE, Gypsy Rose	6	Summer 1945
LEIGH, Vivien	14	Summer 1946
LESLIE, Joan	15	Spring 1946
LINDSAY, Margaret	2	Summer 1947
LIVESEY, Roger	1	Autumn 1946
LOCKWOOD, Margaret	2	Autumn 1946
LODER, John	3	Winter 1945
LONG, Richard	2	Summer 1947
LOUIE, Ducky	1	Autumn 1945
LOUISE, Anita	4	Spring 1946
LOY, Myrna	12	Spring 1947
LUKAS, Paul	8	Summer 1947
LUPINO, Ida	18	Summer 1947
LYNN, Diana	12	Autumn 1946
MAC DONALD, Jeanette	14	Winter 1945
MAC MURRAY, Fred	30	Summer 1947
MAC READY, George	1	Spring 1947
MADISON, Guy	24	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MAIN, Marjorie	10	Summer 1947
MARCH, Fredric	19	Summer 1947
MARSHAL, Alan	4	Spring 1946
MARSHALL, Herbert	12	Summer 1947
MASON, James	10	Winter 1946
MASSEY, Raymond	10	Summer 1947
MATURE, Victor	12	Spring 1947
MAYO, Virginia	12	Summer 1947
MC ALLISTER, Lon	7	Winter 1946
MC CREA, Joel	13	Summer 1947
MC DOWALL, Roddy	12	Autumn 1946
MC GEE & MOLLY	15	Autumn 1945
MC GUIRE, Dorothy	23	Summer 1947
MC HUGH, Frank	2	Summer 1945
MELCHIOR, Lauritz	11	Summer 1946
MENJOU, Adolphe	4	Spring 1946
MEREDITH, Burgess	7	Summer 1947
MILLAND, Ray	37	Summer 1947
MILLER, Ann	6	Autumn 1946
MILLS, John	1	Summer 1947
MIRANDA, Aurora	**	Summer 1945
MIRANDA, Carmen	13	Autumn 1945
MITCHUM, Robert	29	Summer 1947
MITCHELL, Thomas	8	Summer 1946

** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MOFFETT, Sharyn	**	Winter 1946
MONTEZ, Maria	10	Summer 1947
MONTGOMERY, Robert	19	Summer 1947
MORAN, Dolores	2	Summer 1947
MORGAN, Dennis	23	Summer 1946
MORGAN, Frank	10	Spring 1946
MUNI, Paul	16	Winter 1946
MURPHY, George	13	Summer 1947
NEAGLE, Anna	1	Spring 1946
NEAL, Tom	4	Spring 1946
NIVEN, David	7	Spring 1947
OBERON, Merle	11	Summer 1947
O'BRIEN, Edmond	2	Summer 1947
O'BRIEN, Margaret	27	Summer 1947
O'BRIEN, Pat	24	Spring 1947
O'CONNOR, Donald	14	Summer 1947
O'DONNELL, Cathy	2	Spring 1947
O'HARA, Maureen	24	Summer 1947
O'KEEFE, Dennis	11	Summer 1946
OLIVIER, Sir Laurence	14	Spring 1947
PARKER, Willard	3	Spring 1947
PARKS, Larry	22	Summer 1947
PATTEN, Luana	1	Winter 1946
PAXINOU, Katina	2	Summer 1947

** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
PAYNE, John	23	Spring 1947
PECK, Gregory	49	Summer 1947
PIDGEON, Walter	36	Summer 1947
PLATT, Marc	2	Summer 1947
PORTMAN, Eric	**	Spring 1946
POWELL, Dick	24	Summer 1947
POWELL, Jane	9	Autumn 1946
POWELL, William	14	Summer 1947
POWER, Tyrone	42	Summer 1947
PRESTON, Robert	7	Summer 1947
PRICE, Vincent	10	Summer 1947
QUINN, Anthony	3	Spring 1946
RAFT, George	24	Summer 1947
RAINES, Ella	9	Summer 1947
RAINS, Claude	11	Summer 1946
RATHBONE, Basil	9	Summer 1946
RAYMOND, Gene	5	Winter 1946
REAGAN, Ronald	20	Winter 1946
REDGRAVE, Michael	2	Spring 1947
REED, Donna	8	Spring 1947
REED, Philip	2	Spring 1947
ROBINSON, Edward G.	25	Summer 1947
ROC, Patricia	1	Autumn 1946
ROCHESTER -- Eddie Anderson	16	Autumn 1945

** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ROGERS, Ginger	32	Summer 1947
ROGERS, Roy	16	Summer 1947
ROMAY, Lina	2	Autumn 1946
ROONEY, Mickey	22	Autumn 1946
RUSSELL, Andy	7	Summer 1946
RUSSELL, Gail	4	Summer 1945
RUSSELL, Jane	17	Spring 1947
RUSSELL, Rosalind	25	Summer 1947
RYAN, Robert	2	Summer 1947
SANDERS, George	15	Summer 1947
SCOTT, Lizabeth	20	Summer 1947
SCOTT, Martha	7	Autumn 1946
SCOTT, Randolph	20	Summer 1947
SCOTT, Zachary	9	Summer 1946
SHERIDAN, Ann	29	Summer 1947
SHIRLEY, Anne	7	Spring 1946
SHORE, Dinah	17	Summer 1947
SIDNEY, Sylvia	10	Winter 1946
SILVERS, Phil	9	Winter 1945
SIMMONS, Jean	1	Autumn 1946
SINATRA, Frank	23	Summer 1947
SKELTON, Red	32	Spring 1947
SLEZAK, Walter	4	Spring 1947
SMITH, Kent	4	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
SOTHERN, Ann	18	Summer 1947
STACK, Robert	3	Spring 1947
STAFFORD, Jo	5	Summer 1946
STANWYCK, Barbara	36	Summer 1947
STEELE, Freddie	2	Winter 1945
STEVENS, Mark	13	Spring 1947
STEWART, James	35	Summer 1947
STONE, Lewis	6	Autumn 1946
STORM, Gale	4	Summer 1946
SULLIVAN, Barry	5	Winter 1946
TAMIROFF, Akim	6	Spring 1947
TAYLOR, Elizabeth	12	Winter 1946
TAYLOR, Robert	28	Summer 1947
TEMPLE, Shirley	24	Summer 1947
TERRY, Phillip	3	Spring 1946
TETZEL, Joan	1	Summer 1946
THURSTON, Carol	1	Summer 1945
TIERNEY, Gene	33	Summer 1947
TIERNEY, Lawrence	4	Summer 1947
TODD, Ann	4	Autumn 1946
TONE, Franchot	11	Summer 1947
TOTTER, Audrey	1	Autumn 1946
TRACY, Lee	4	Summer 1945
TRACY, Spencer	43	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
TRAVERS, Henry	1	Spring 1947
TREVOR, Claire	7	Spring 1947
TUFTS, Sonny	23	Winter 1946
TURNER, Lana	37	Summer 1947
TYLER, Beverly	4	Autumn 1946
VERA-ELLEN	8	Summer 1947
WALKER, Robert	28	Summer 1947
WARRICK, Ruth	1	Winter 1945
WAYNE, John	29	Summer 1947
WEBB, Clifton	4	Summer 1945
WELLES, Orson	17	Summer 1947
WILDE, Cornel	30	Spring 1947
WILLIAMS, Bill	9	Summer 1947
WILLIAMS, Esther	31	Spring 1947
WINNINGER, Charles	3	Summer 1947
WOOLLEY, Monty	17	Summer 1947
WRIGHT, Teresa	15	Summer 1947
WYMAN, Jane	19	Summer 1947
WYNN, Keenan	11	Summer 1946
YOUNG, Loretta	26	Summer 1947
YOUNG, Robert	26	Summer 1947

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 60 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 55 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 50 cents or more, plus those in cities and towns under 100,000 who on the average pay 45 cents or more. This group *as a whole* pays an *average* price of 63 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 40 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
BERGMAN, Ingrid	56	53	+ 3
DAVIS, Bette	39	37	+ 2
GARSON, Greer	39	38	+ 1
COLBERT, Claudette	37	36	+ 1
JONES, Jennifer	37	37	-
STANWYCK, Barbara	36	36	-
TURNER, Lana	36	37	- 1
TIERNEY, Gene	34	33	+ 1
HAYWORTH, Rita	33	36	- 3
DE HAVILLAND, Olivia	31	29	+ 2
HUTTON, Betty	31	36	- 5
GRABLE, Betty	29	33	- 4
ROGERS, Ginger	29	32	- 3
FONTAINE, Joan	28	26	+ 2
SHERIDAN, Ann	28	29	- 1
RUSSELL, Rosalind	27	25	+ 2
CRAWFORD, Joan	26	26	-
YOUNG, Loretta	26	26	-
GODDARD, Paulette	25	26	- 1
MC GUIRE, Dorothy	24	23	+ 1
O'BRIEN, Margaret	24	27	- 3
O'HARA, Maureen	24	24	-
DUNNE, Irene	22	20	+ 2
DURBIN, Deanna	22	23	- 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
LAMOUR, Dorothy	21	26	- 5
DAY, Laraine	20	21	- 1
BAXTER, Anne	19	19	-
HAYWARD, Susan	19	19	-
SCOTT, Lizabeth	19	20	- 1
TEMPLE, Shirley	19	24	- 5
WYMAN, Jane	19	19	-
LUPINO, Ida	18	18	-
WRIGHT, Teresa	17	15	+ 2
SOTHERN, Ann	16	18	- 2
BENNETT, Joan	15	15	-
SHORE, Dinah	15	17	- 2
BARRYMORE, Ethel	13	12	+ 1
KEYES, Evelyn	12	12	-
LAKE, Veronica	12	15	- 3
OBERON, Merle	12	11	+ 1
MAIN, Marjorie	10	10	-
MAYO, Virginia	10	12	- 2
BLAIR, Janet	9	10	- 1
DE CARLO, Yvonne	9	10	- 1
MONTEZ, Maria	8	10	- 2
RAINES, Ella	8	9	- 1
GARDNER, Ava	7	7	-
VERA-ELLEN	6	8	- 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
DREW, Ellen	4	5	- 1
HALE, Barbara	4	5	- 1
CHAPMAN, Marguerite	3	3	-
GREER, Jane	3	4	- 1
ALLBRITTON, Louise	2	2	-
CARTER, Janis	2	3	- 1
DEL RIO, Dolores	2	2	-
LINDSAY, Margaret	2	2	-
MORAN, Dolores	2	2	-
PAXINOU, Katina	2	2	-
BEL GEDDES, Barbara	1	1	-
GORDON, Anita	1	1	-
CROSET, Paule	**	**	-

** Less than one percent

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
CROSBY, Bing	56	56	-
PECK, Gregory	51	49	+ 2
BOGART, Humphrey	49	50	- 1
LADD, Alan	47	52	- 5
GRANT, Cary	46	46	-
COOPER, Gary	45	47	- 2
TRACY, Spencer	44	43	+ 1
HOPE, Bob	43	45	- 2
COTTEN, Joseph	41	39	+ 2
POWER, Tyrone	40	42	- 2
PIDGEON, Walter	39	36	+ 3
STEWART, James	38	35	+ 3
GABLE, Clark	37	38	- 1
MILLAND, Ray	37	37	-
GARFIELD, John	35	36	- 1
ANDREWS, Dana	34	35	- 1
CAGNEY, James	33	34	- 1
FORD, Glenn	32	32	-
KAYE, Danny	30	32	- 2
MAC MURRAY, Fred	30	30	-
MITCHUM, Robert	29	29	-
BENDIX, William	27	28	- 1
TAYLOR, Robert	27	28	- 1
WALKER, Robert	27	28	- 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
YOUNG, Robert	27	26	+ 1
KELLY, Gene	26	27	- 1
WAYNE, John	26	29	- 3
FONDA, Henry	24	23	+ 1
ROBINSON, Edward G.	24	25	- 1
FITZGERALD, Barry	23	21	+ 2
COLMAN, Ronald	22	20	+ 2
MADISON, Guy	22	24	- 2
MARCH, Fredric	22	19	+ 3
PARKS, Larry	22	22	-
SINATRA, Frank	22	23	- 1
ABBOTT & COSTELLO	21	29	- 8
BARRYMORE, Lionel	21	19	+ 2
POWELL, Dick	21	24	- 3
RAFT, George	21	24	- 3
HEFLIN, Van	20	19	+ 1
MONTGOMERY, Robert	19	19	-
CARMICHAEL, Hoagy	18	17	+ 1
SCOTT, Randolph	18	20	- 2
WELLES, Orson	18	17	+ 1
WOOLLEY, Monty	18	17	+ 1
FAIRBANKS, Douglas, Jr.	17	17	-
BOYER, Charles	16	16	-
EDDY, Nelson	16	15	+ 1

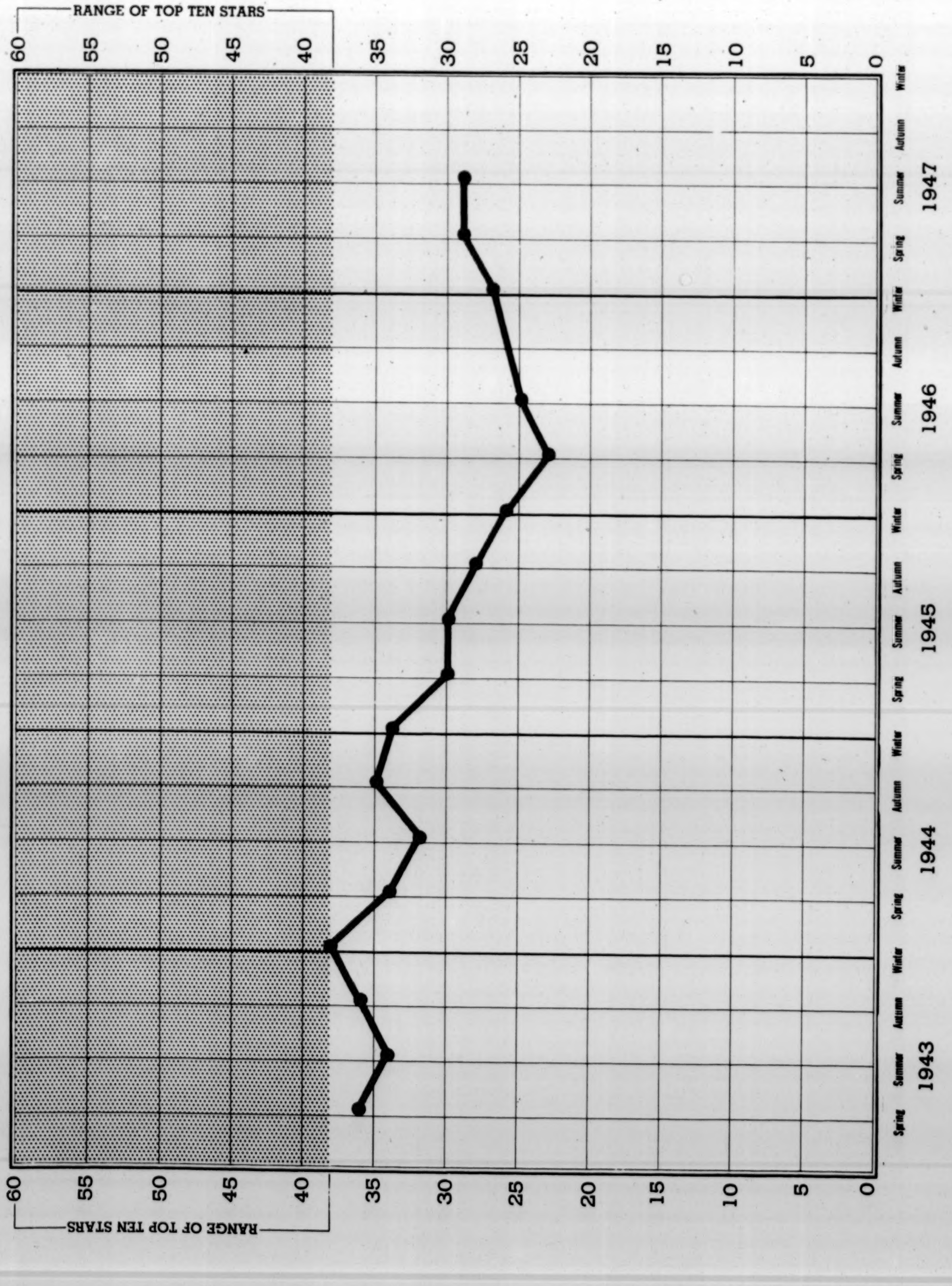
CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
SANDERS, George	16	15	+ 1
CANTOR, Eddie	15	17	- 2
CUMMINGS, Robert	15	15	-
POWELL, William	15	14	+ 1
BRENT, George	14	14	-
MARSHALL, Herbert	14	12	+ 2
MC CREA, Joel	13	13	-
MURPHY, George	13	13	-
MASSEY, Raymond	12	10	+ 2
O'CONNOR, Donald	12	14	- 2
TONE, Franchot	12	11	+ 1
BERGEN & MC CARTHY	11	12	- 1
DAY, Dennis	11	11	-
LAUGHTON, Charles	11	10	+ 1
PRICE, Vincent	11	10	+ 1
ROGERS, Roy	10	16	- 6
DE FORE, Don	9	10	- 1
WILLIAMS, Bill	9	9	-
COBURN, Charles	8	7	+ 1
DOUGLAS, Melvyn	8	8	-
DURYEA, Dan	8	8	-
LUKAS, Paul	8	8	-
MEREDITH, Burgess	8	7	+ 1
HARDWICKE, Sir Cedric	7	5	+ 2

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT (SUMMER 1947)	REGULAR AUDIT (SUMMER 1947)	DIFFERENCE
LANCASTER, Burt	7	6	+ 1
AUTRY, Gene	6	13	- 7
PRESTON, Robert	6	7	- 1
BRUCE, Nigel	5	6	- 1
HOLDEN, William	5	5	-
IVES, Burl	5	6	- 1
KNOX, Alexander	5	4	+ 1
BOWMAN, Lee	4	4	-
DEVINE, Andy	4	5	- 1
HAYES, Peter Lind	4	3	+ 1
TIERNEY, Lawrence	4	4	-
WINNINGER, Charles	4	3	+ 1
CAESAR, Sid	3	3	-
KILBRIDE, Percy	3	3	-
SMITH, Kent	3	4	- 1
CHEVALIER, Maurice	2	2	-
COCHRAN, Steve	2	2	-
COURTLAND, Jerome	2	2	-
DALL, John	2	2	-
LONG, Richard	2	2	-
O'BRIEN, Edmond	2	2	-
PLATT, Marc	2	2	-
RYAN, Robert	2	2	-
CULVER, Roland	1	1	-
MILLS, John	1	1	-

ABBOTT & COSTELLO



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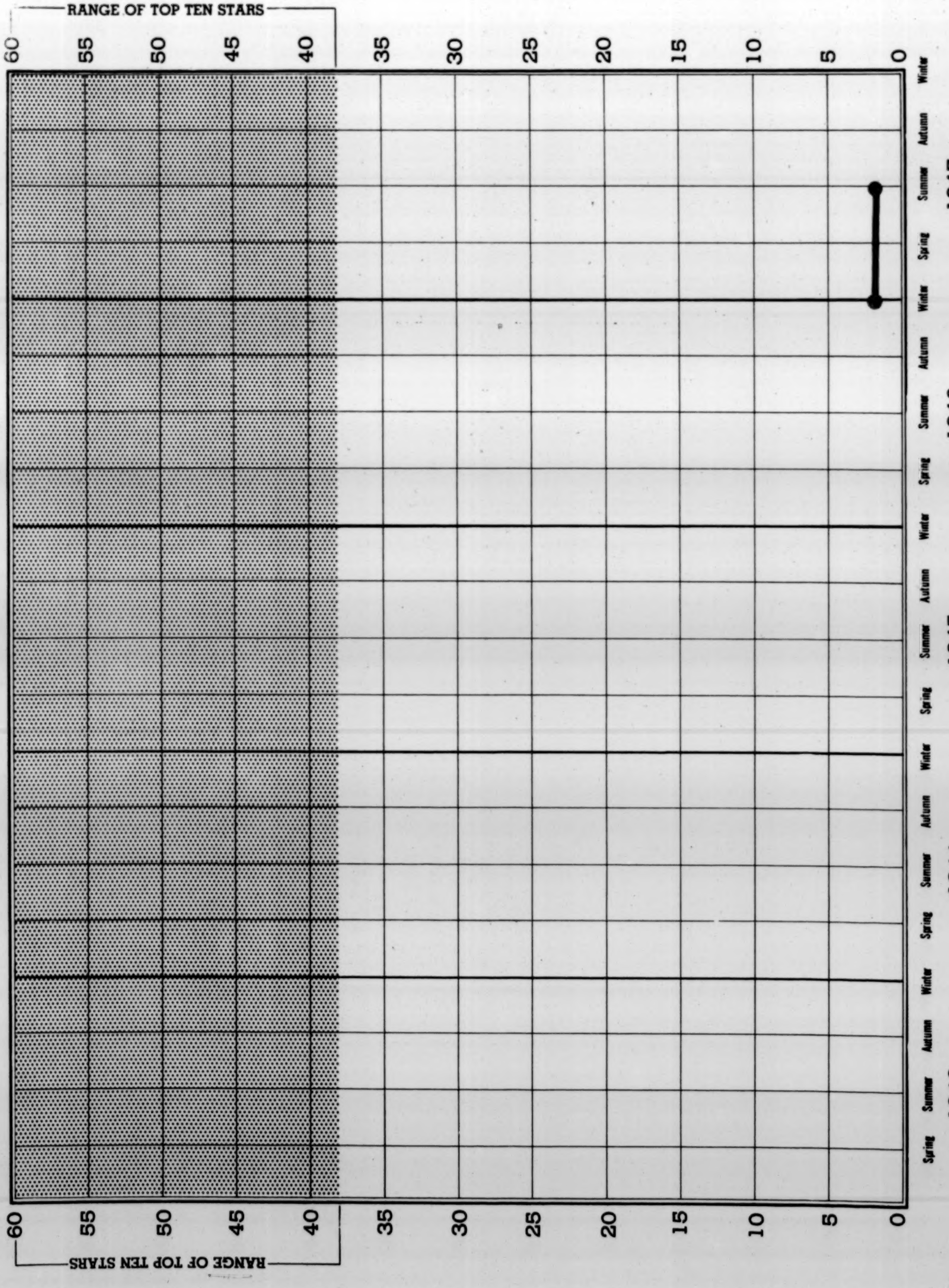

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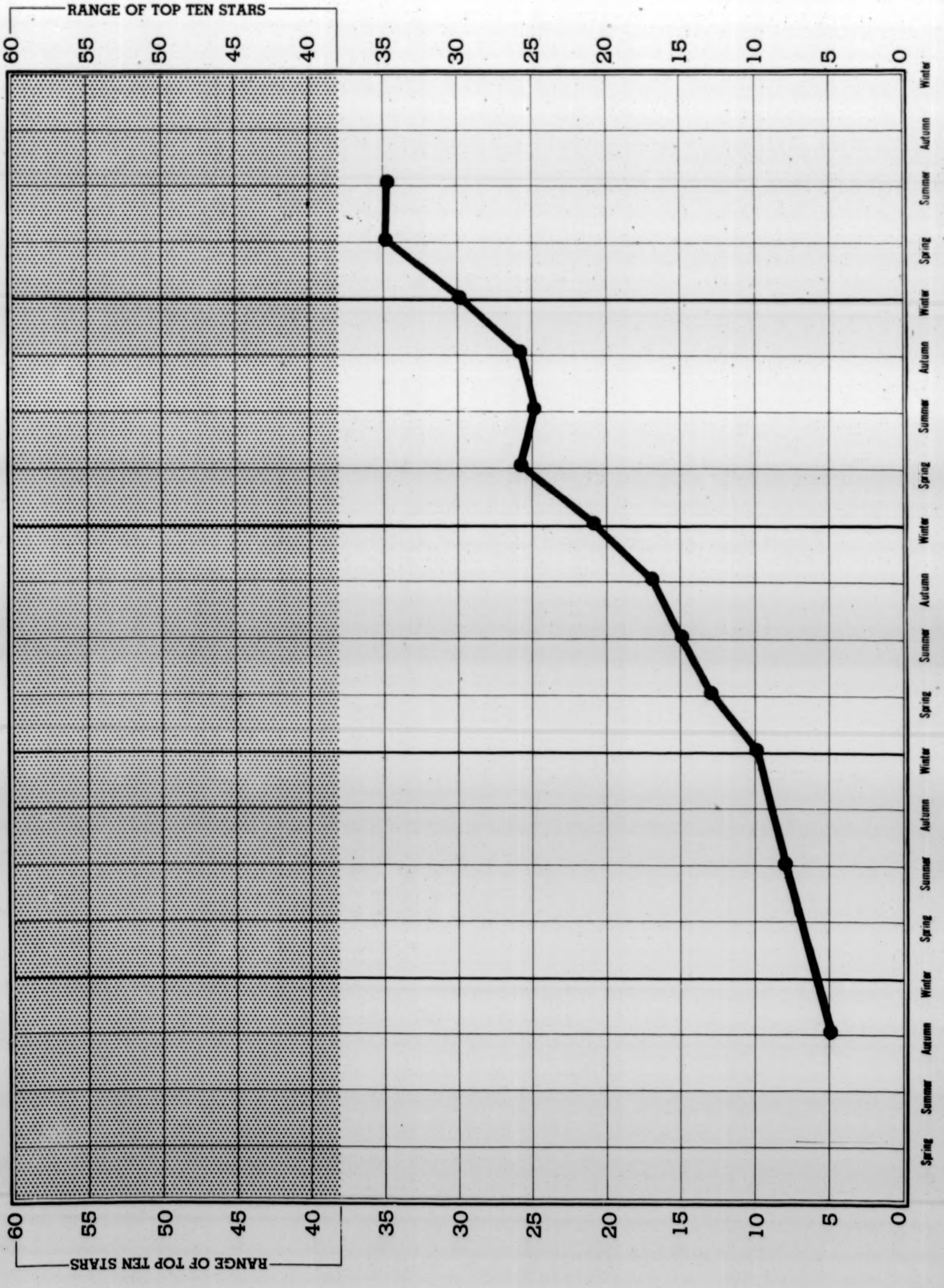

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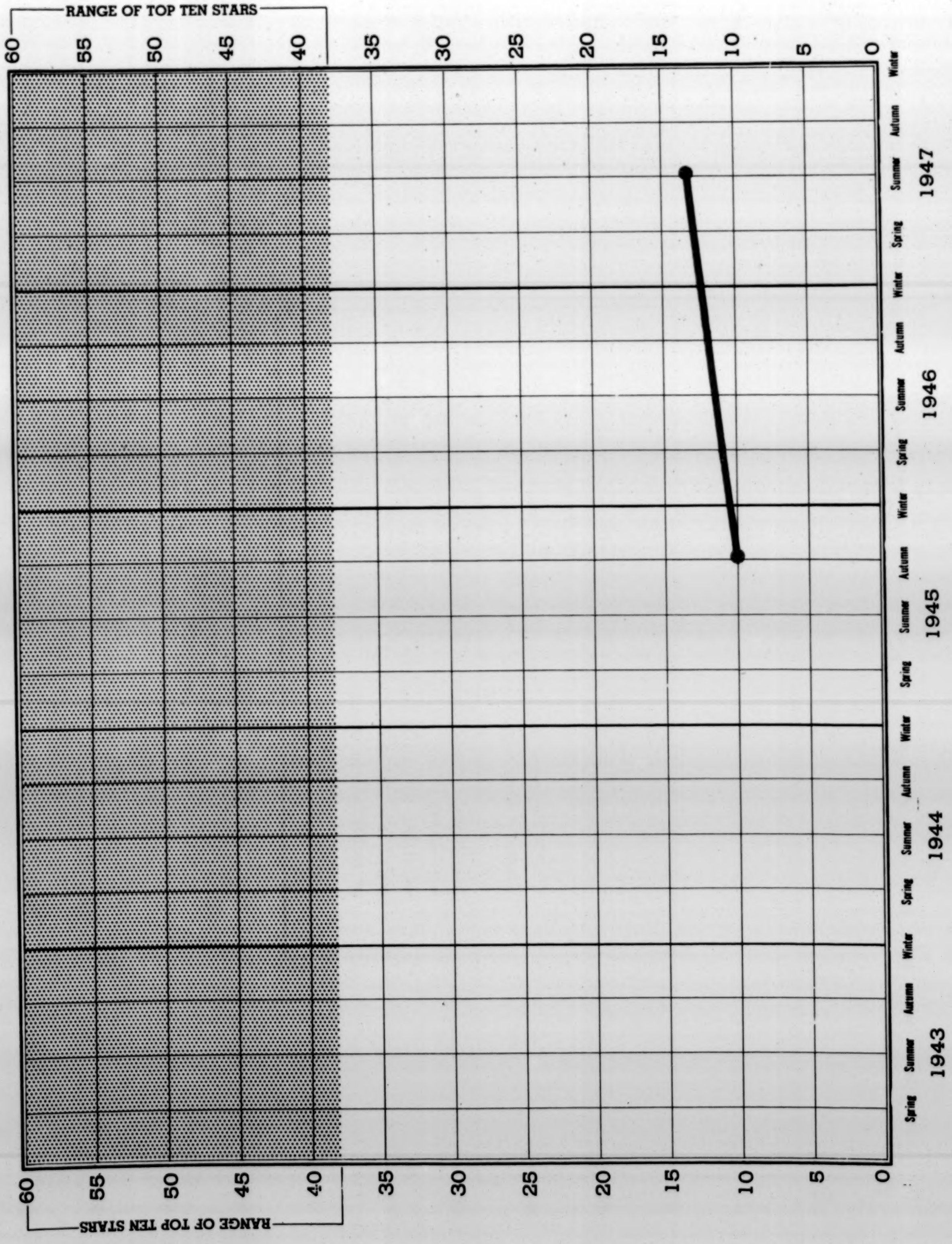

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RANGE OF TOP TEN STARS

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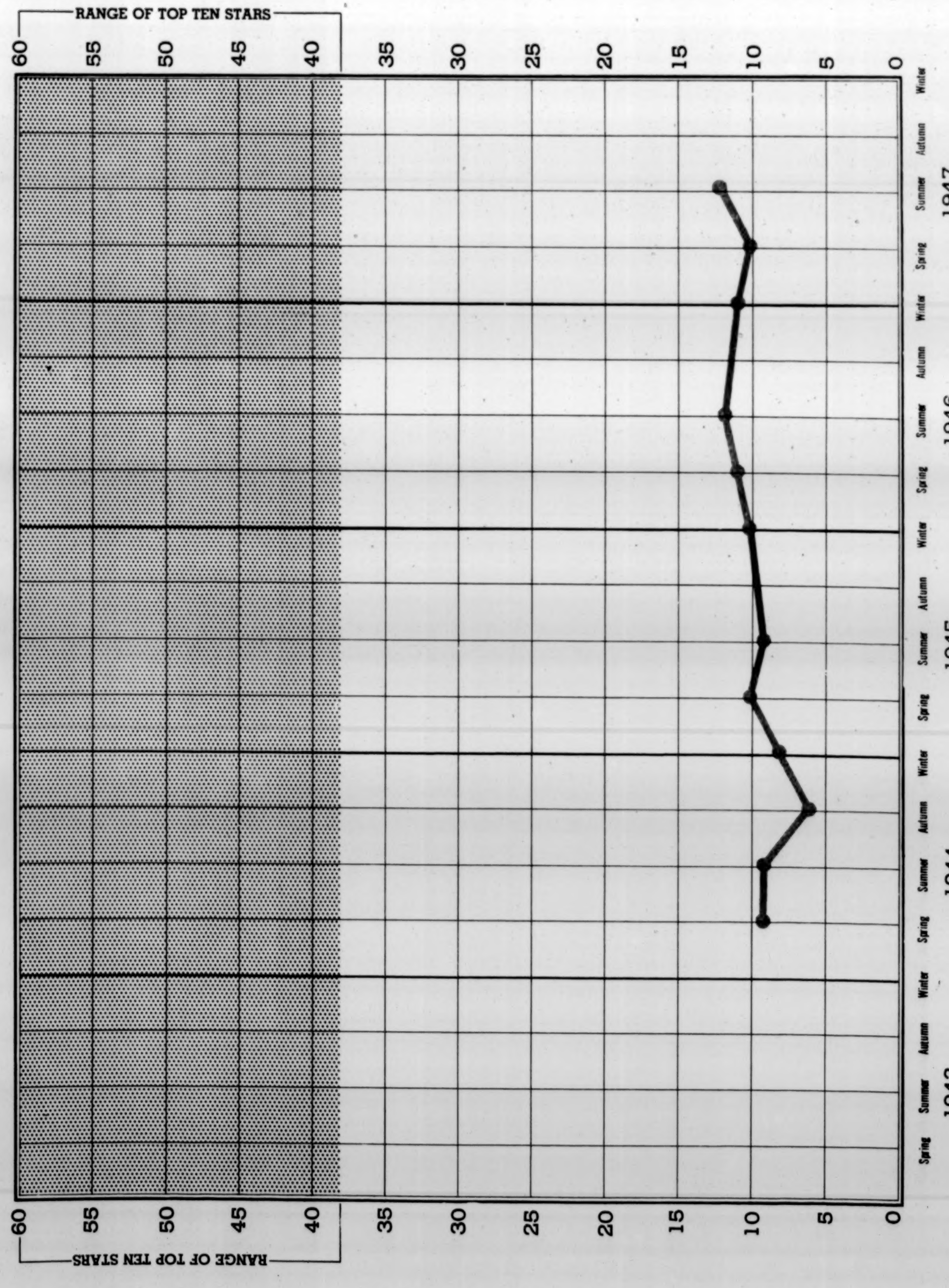

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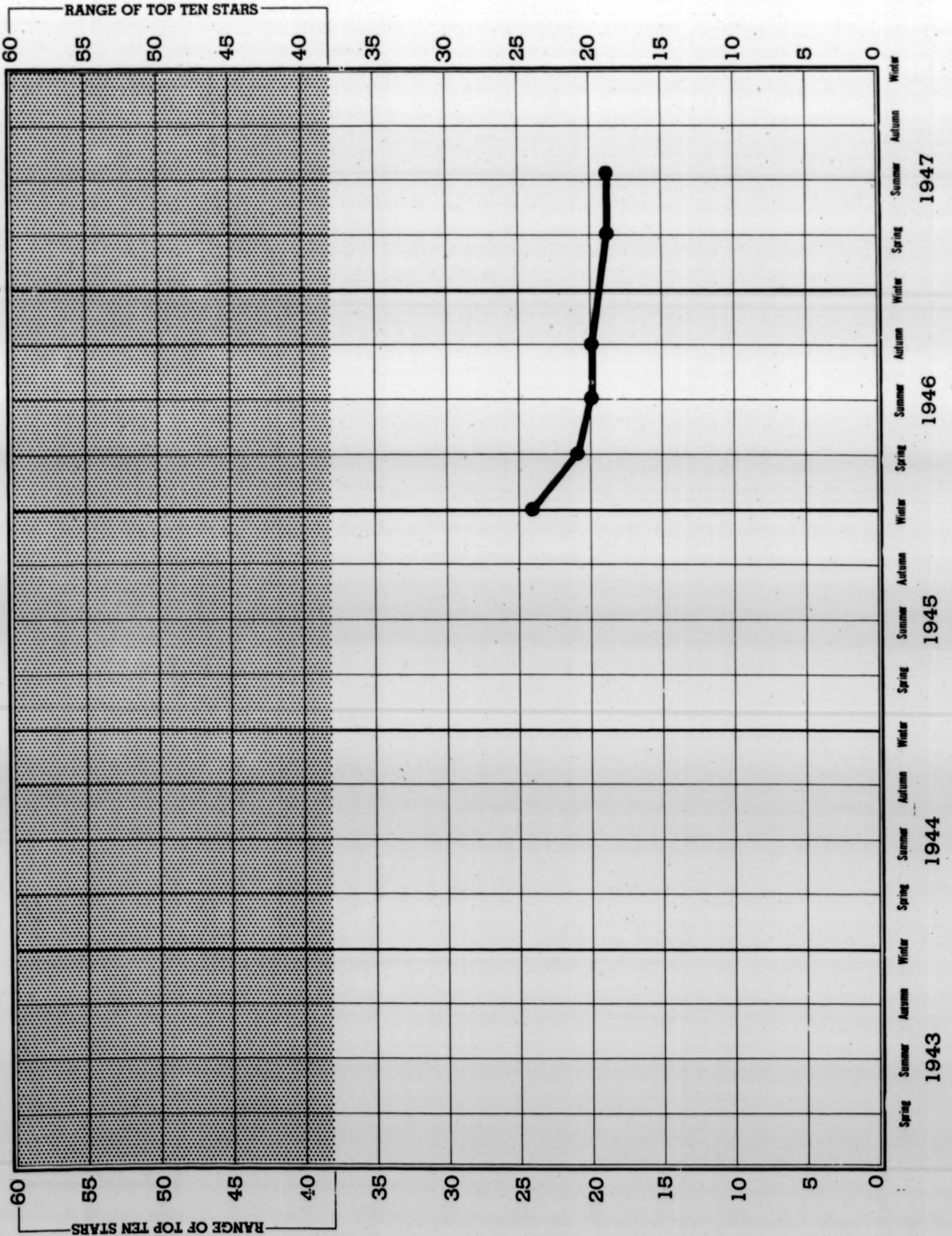

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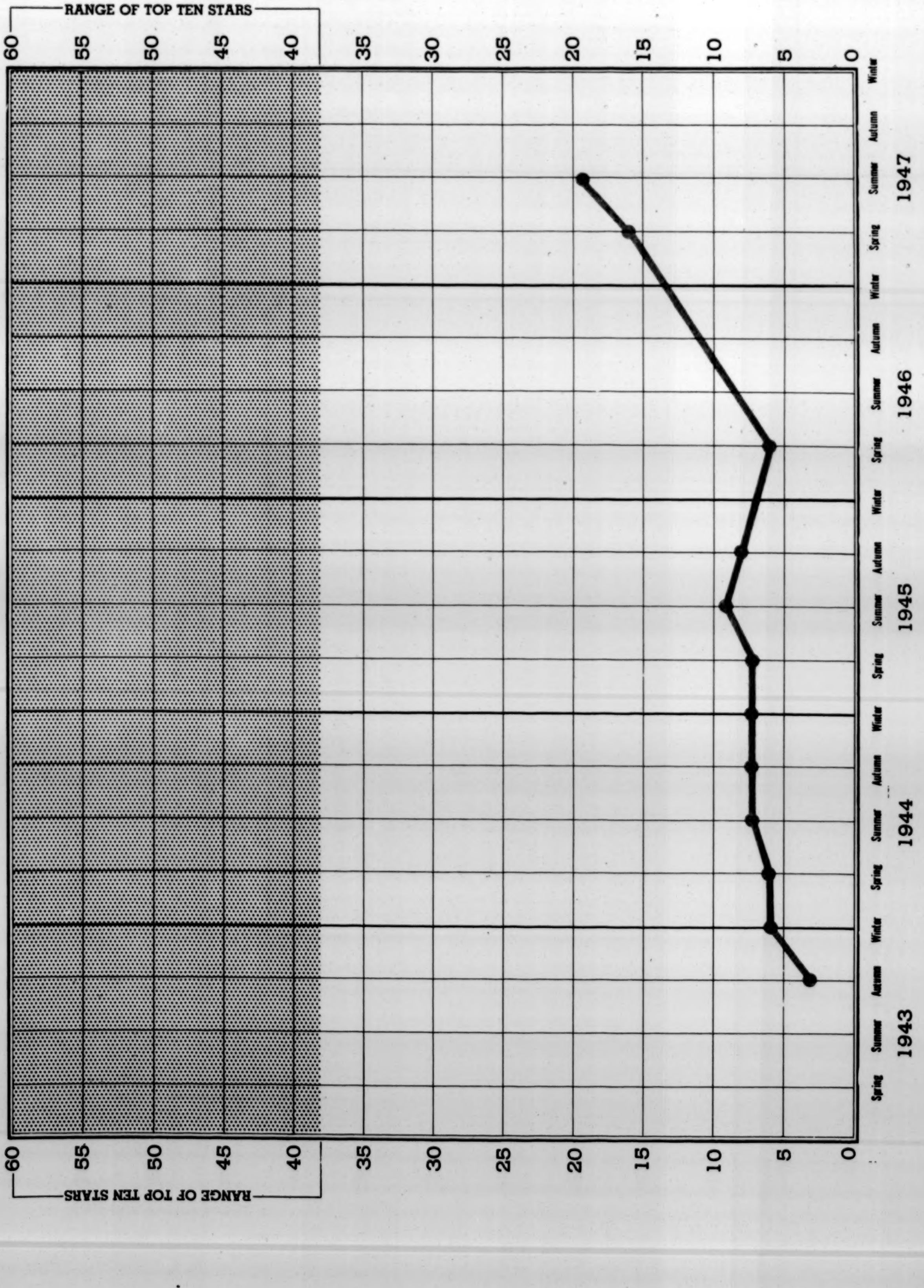
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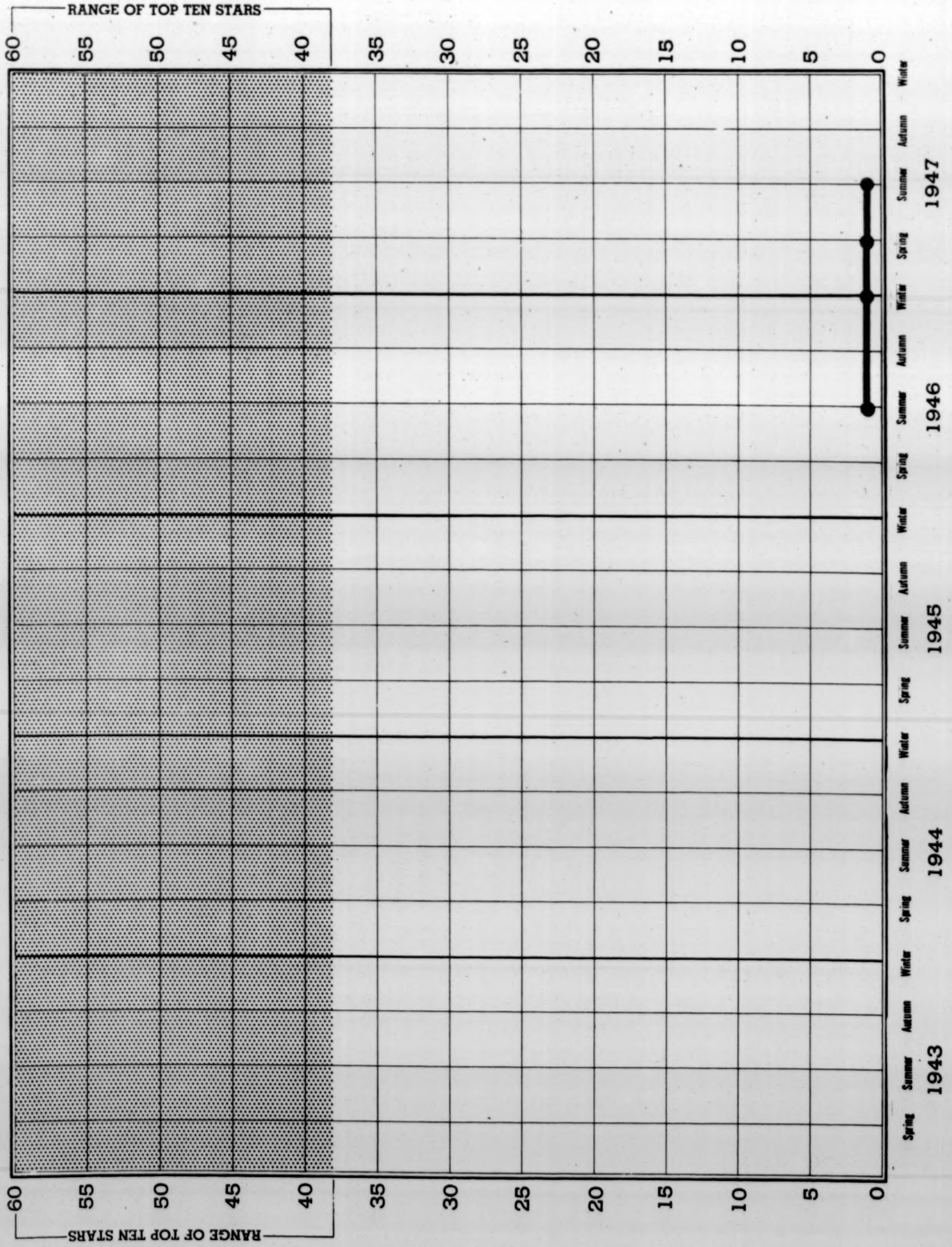

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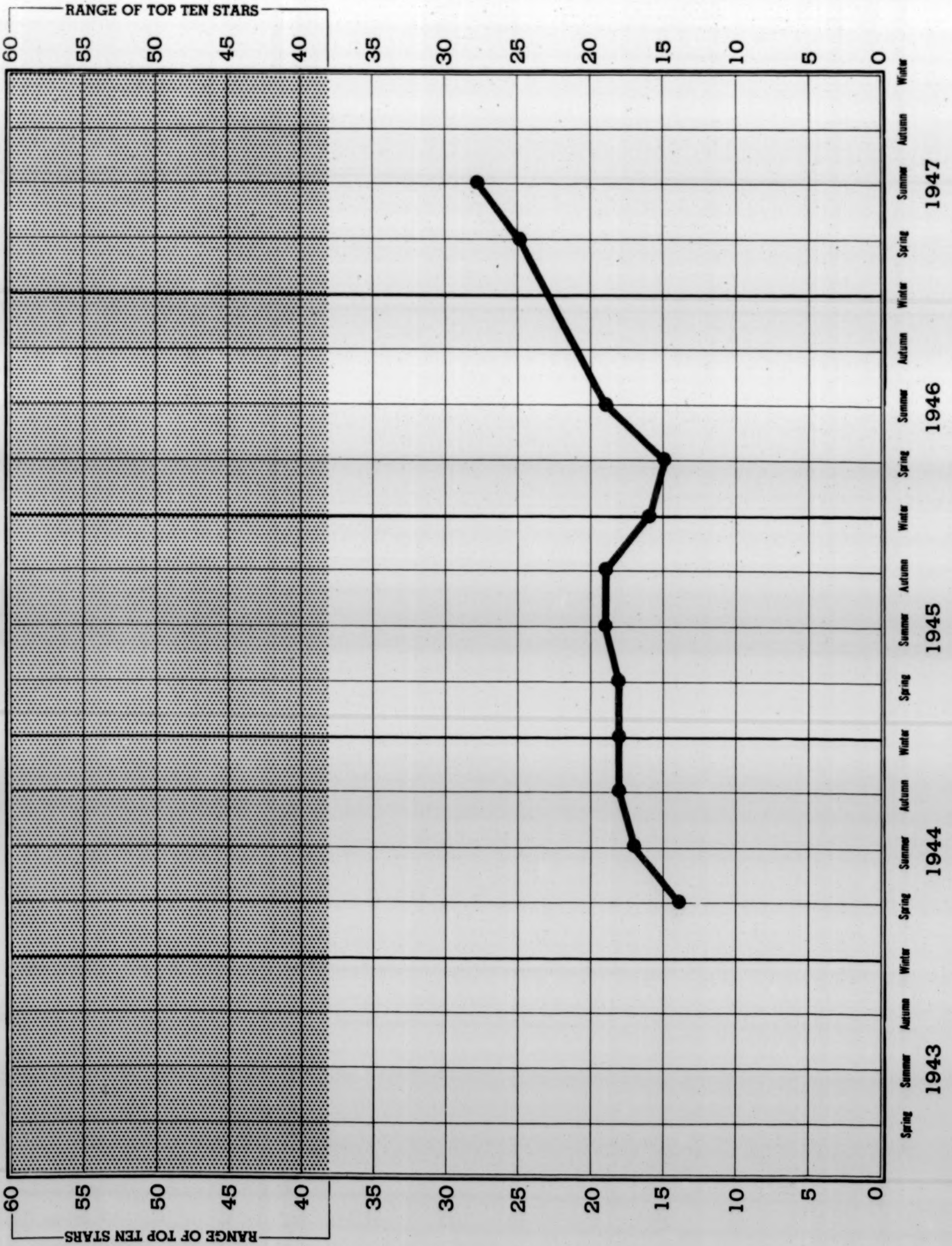

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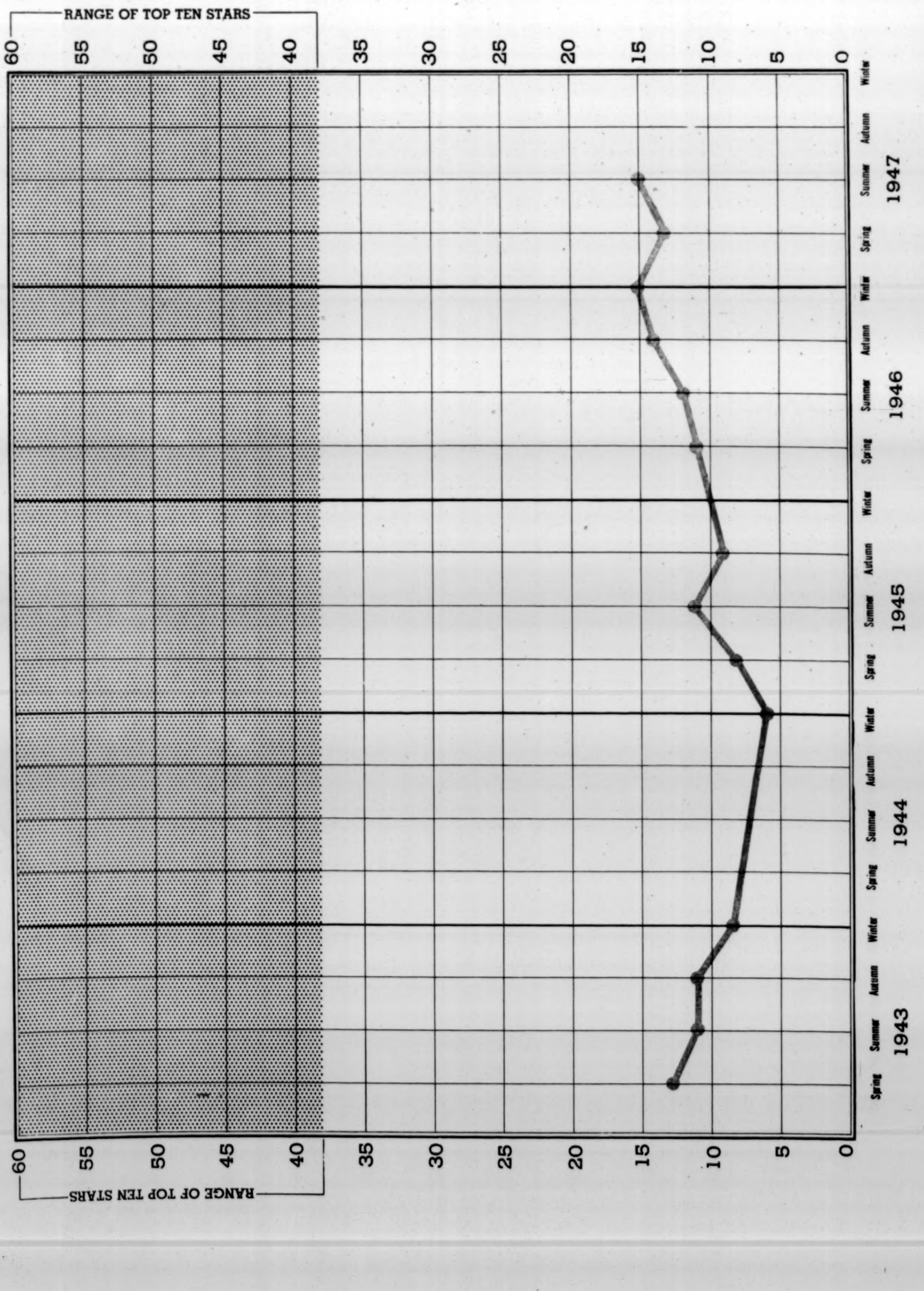

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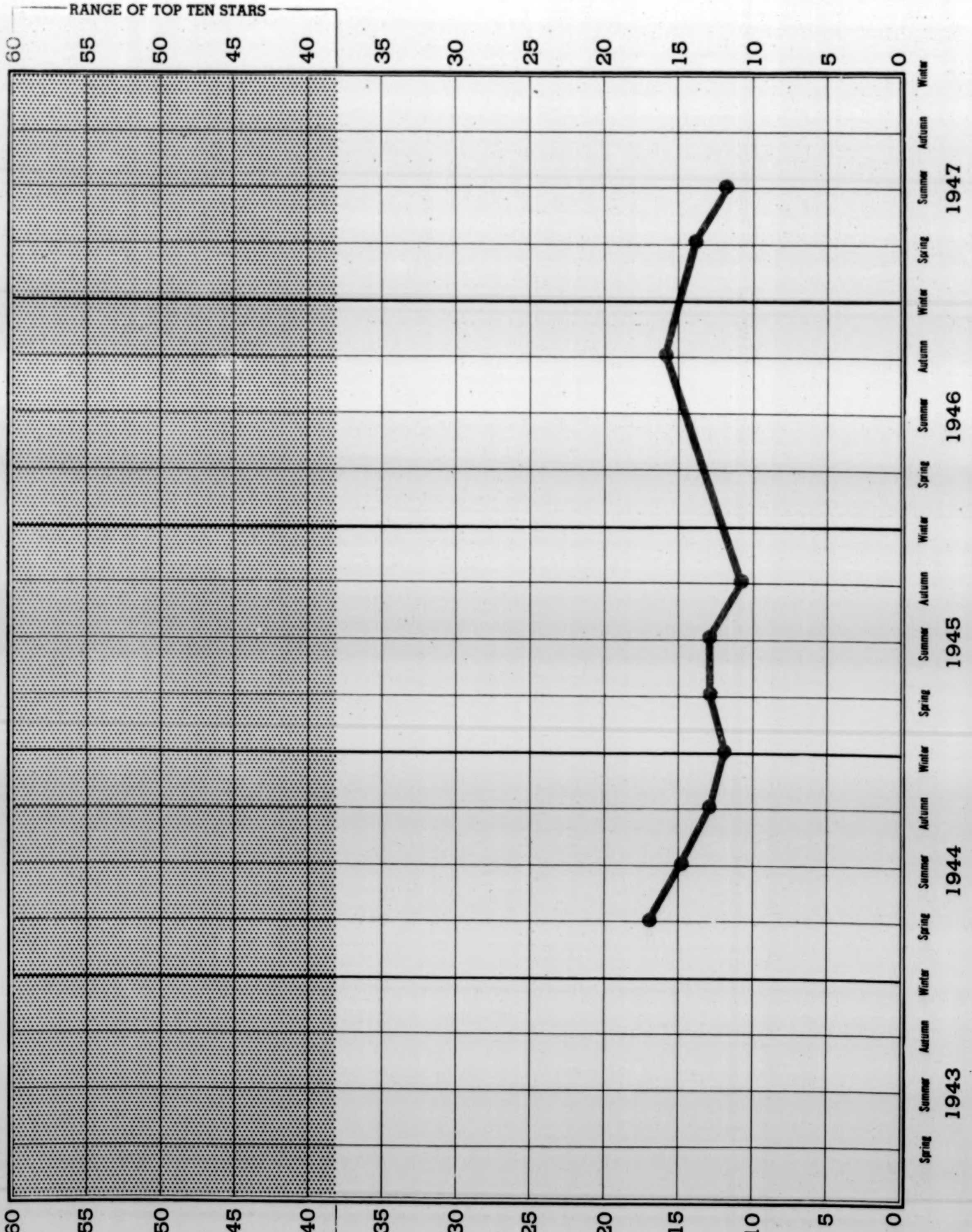

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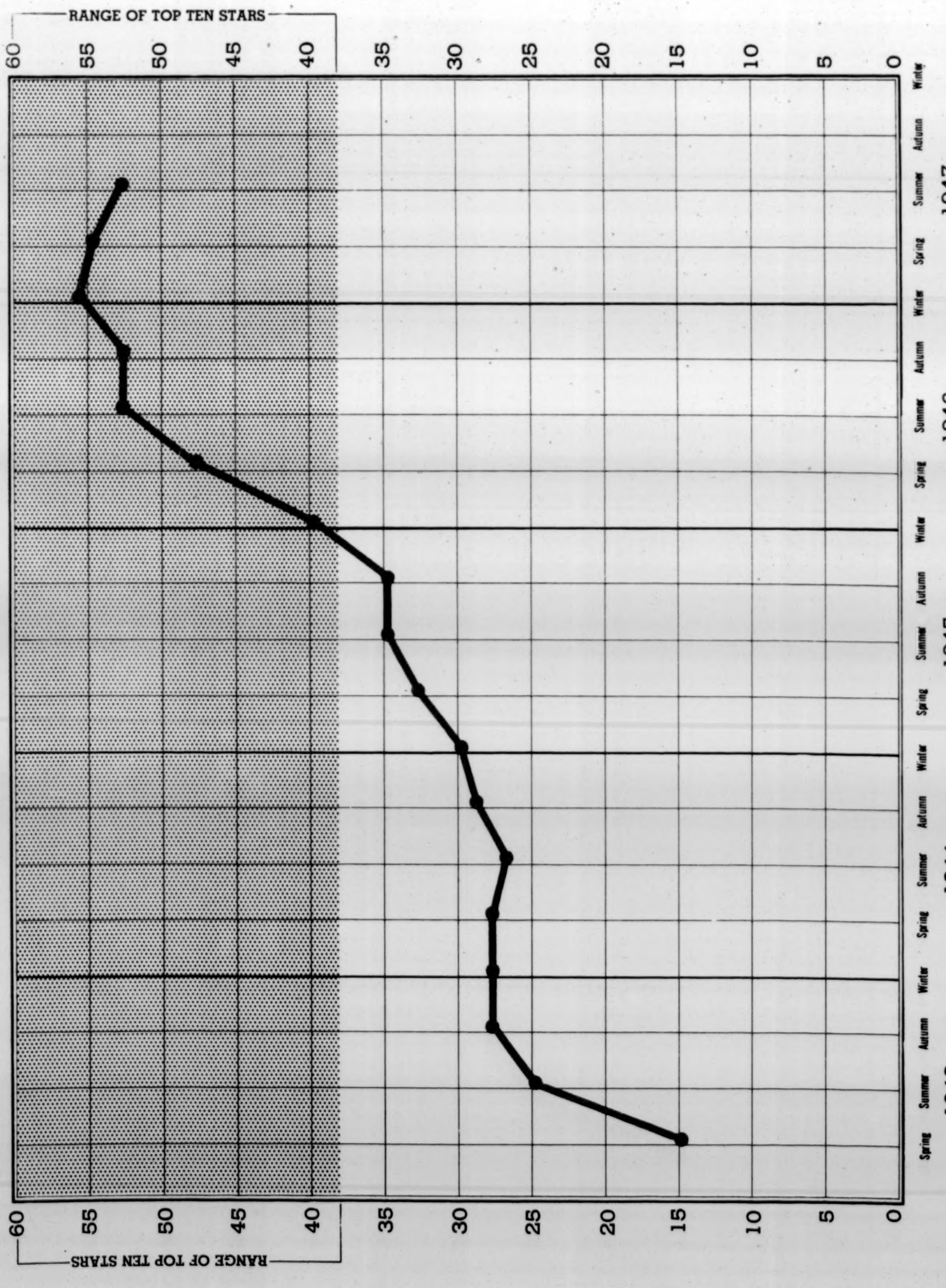

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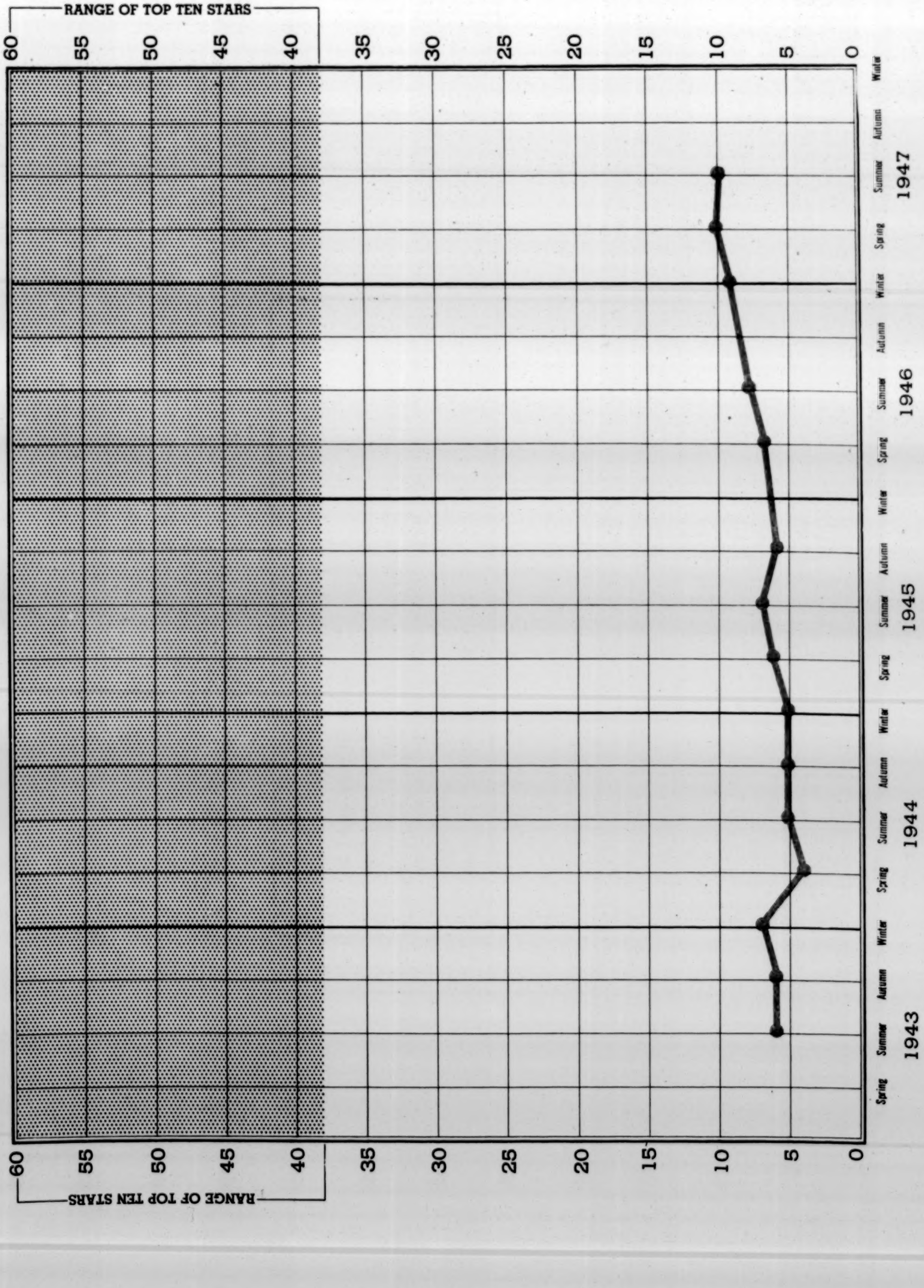

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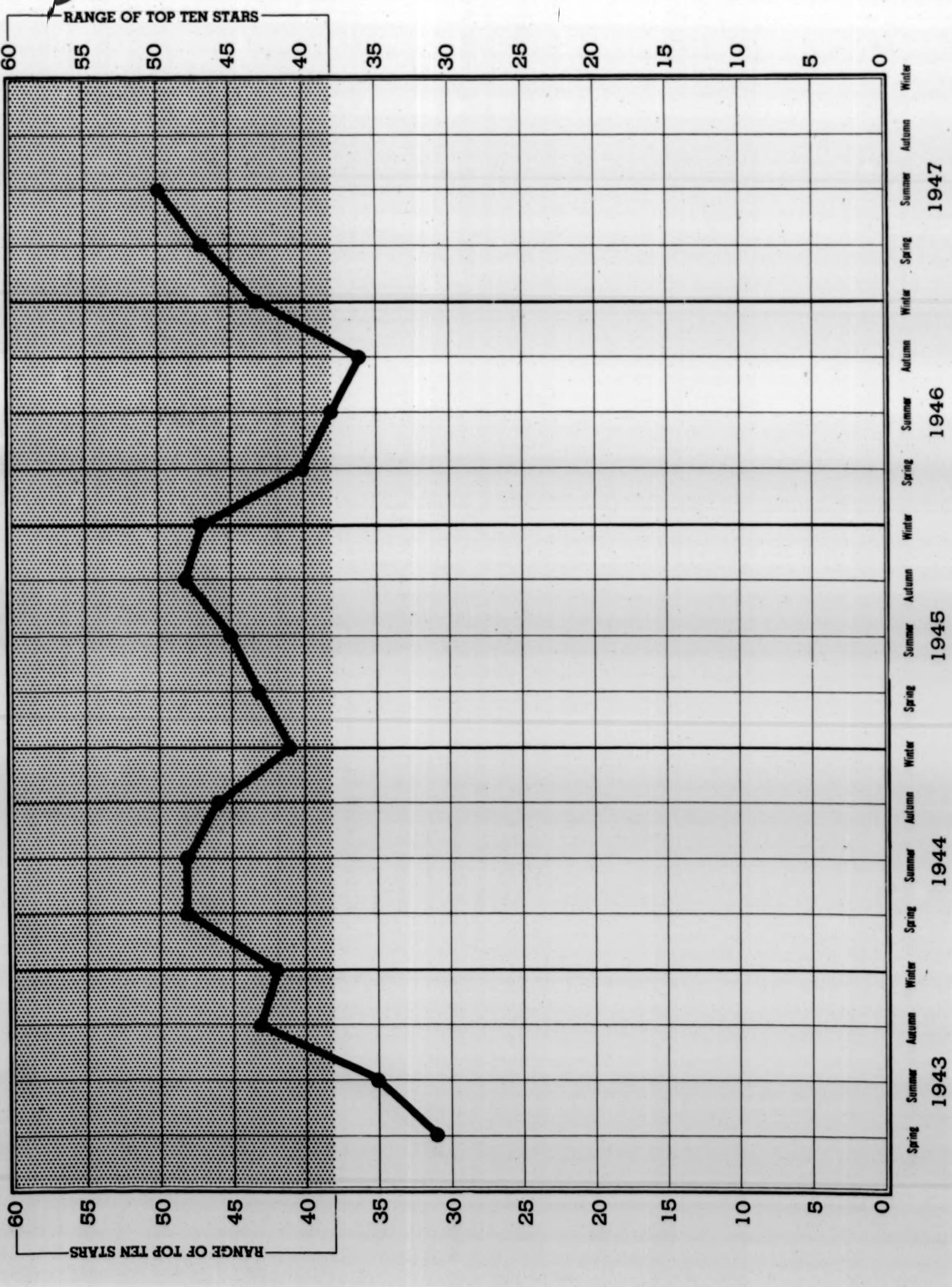
Humphrey BOGART



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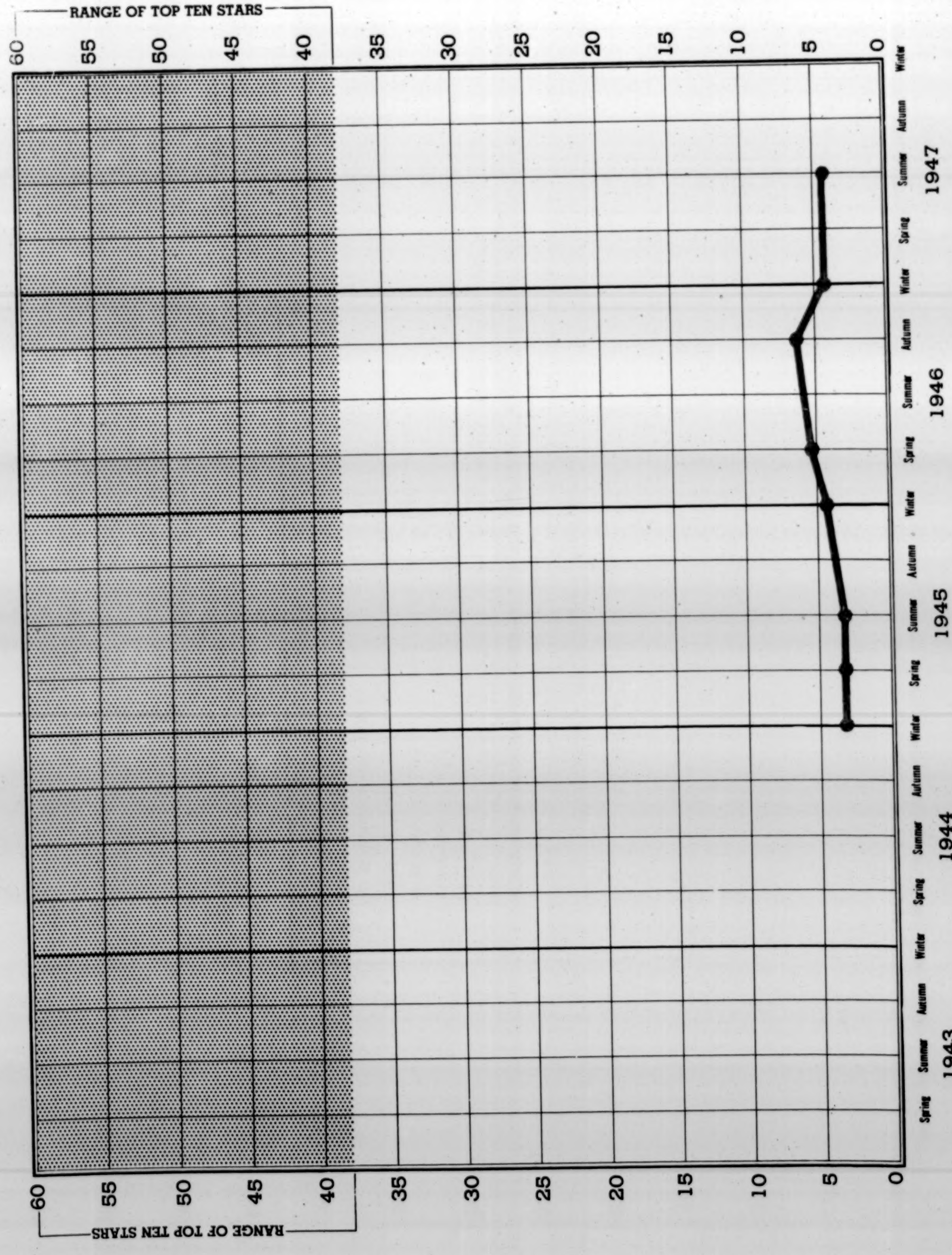
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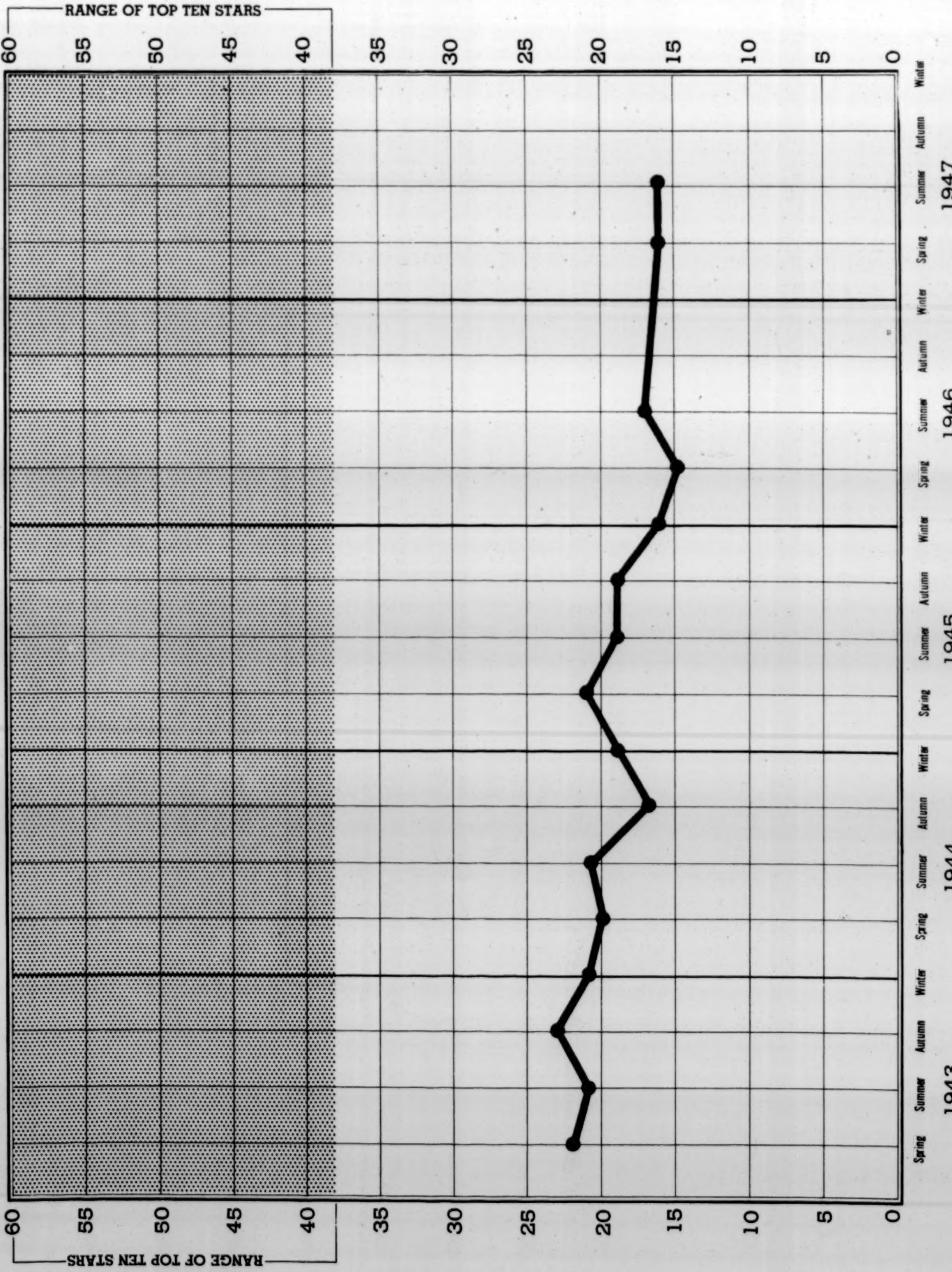
Charles BOYER



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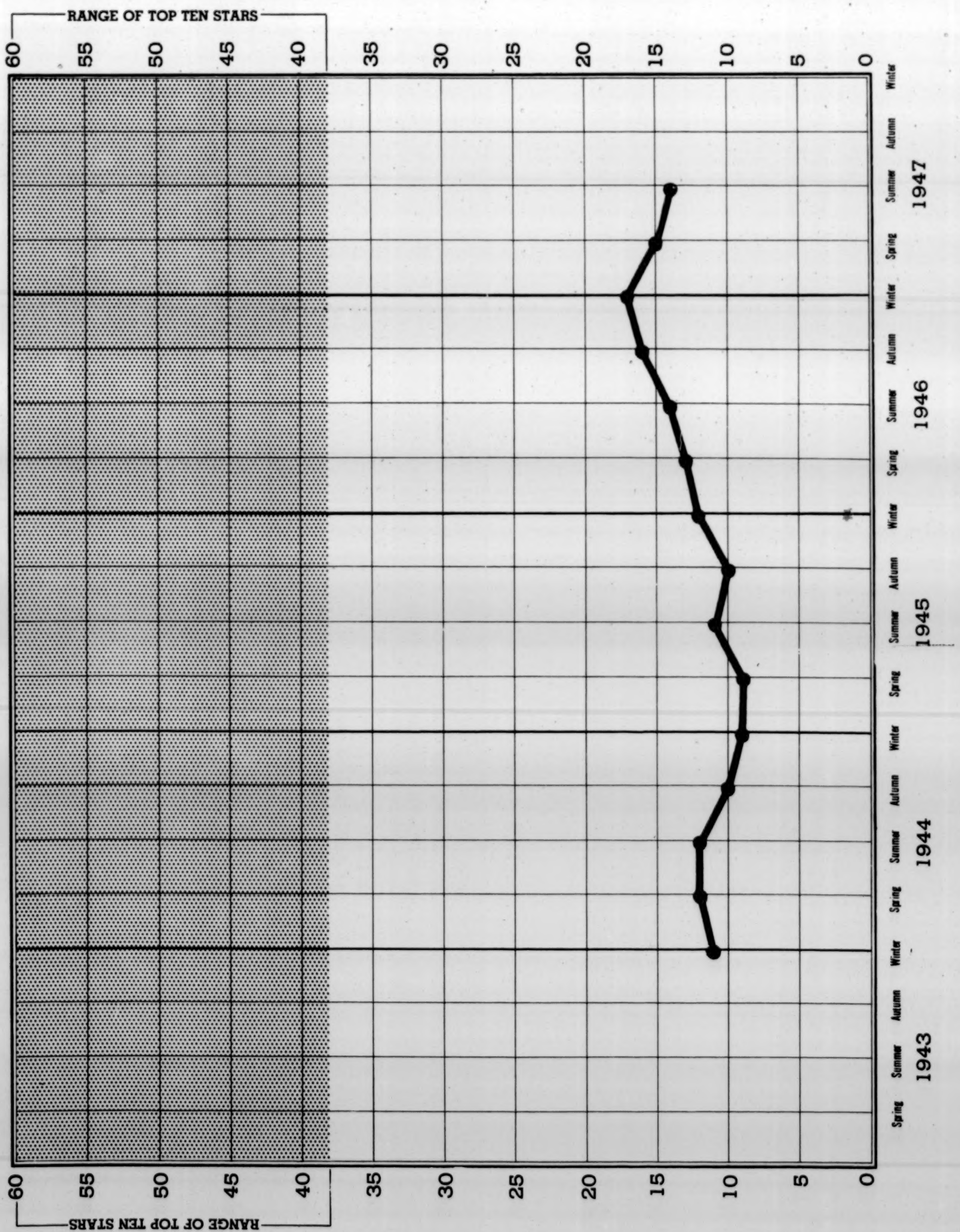
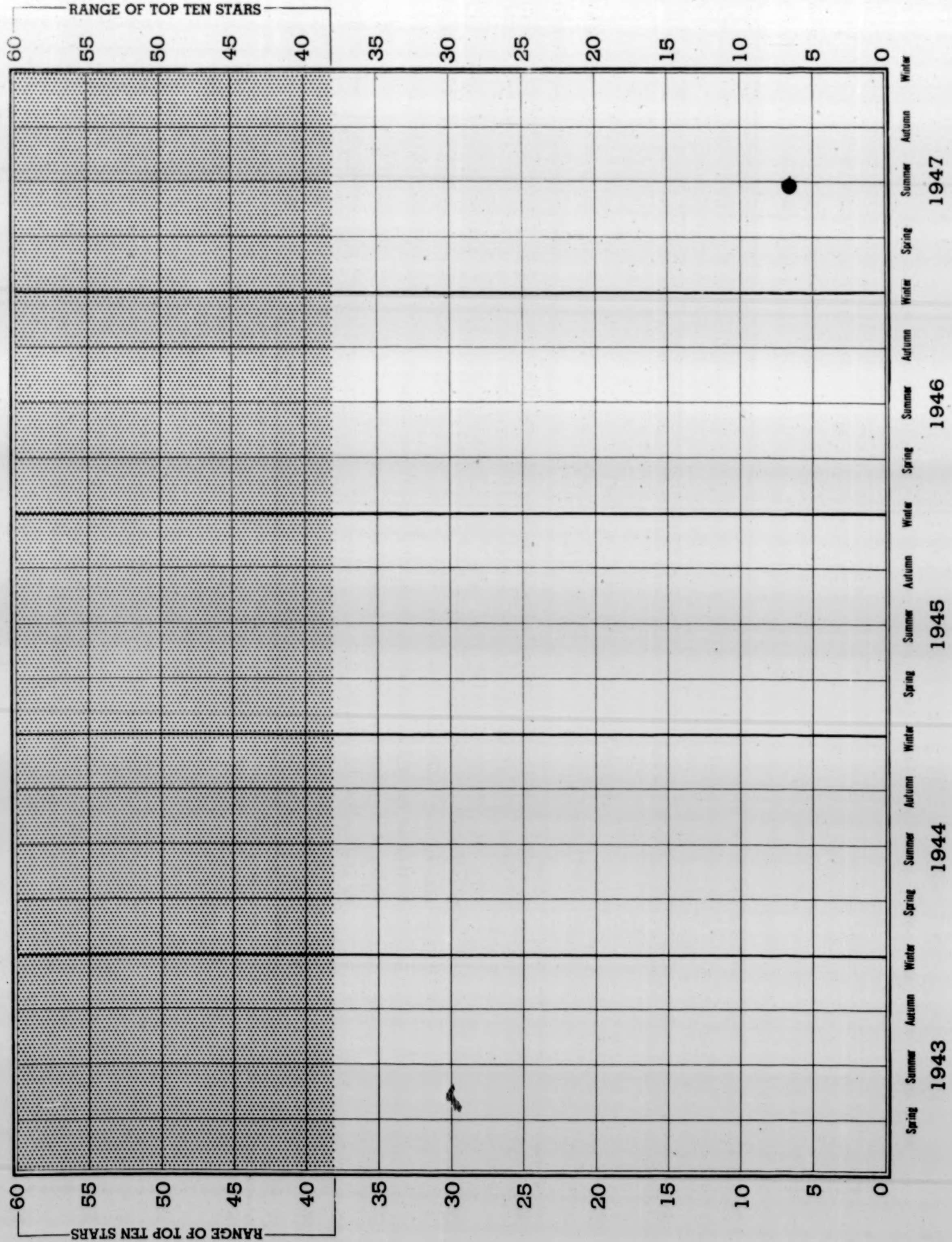


Nigel BRUCE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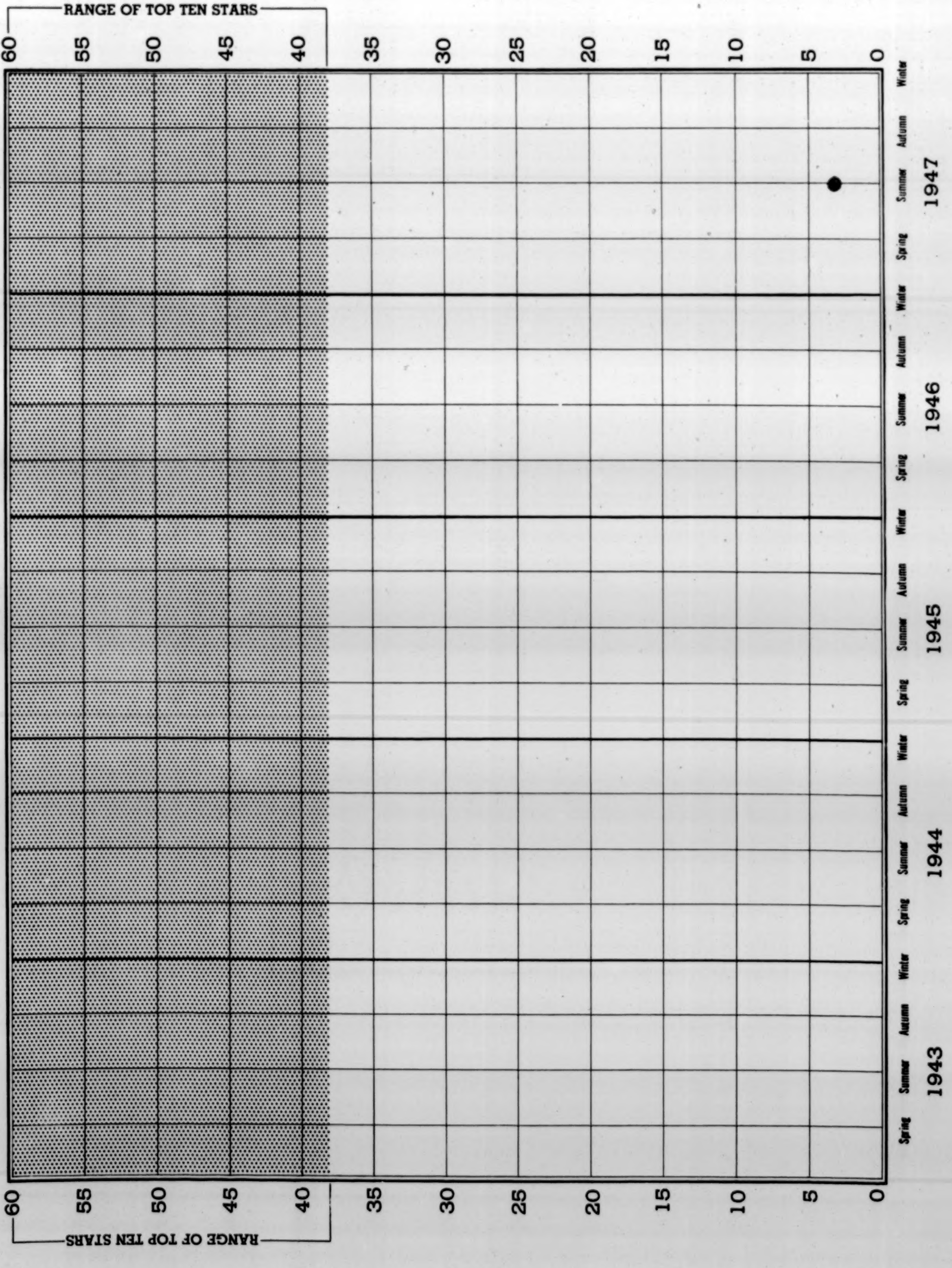
Sid CAESAR



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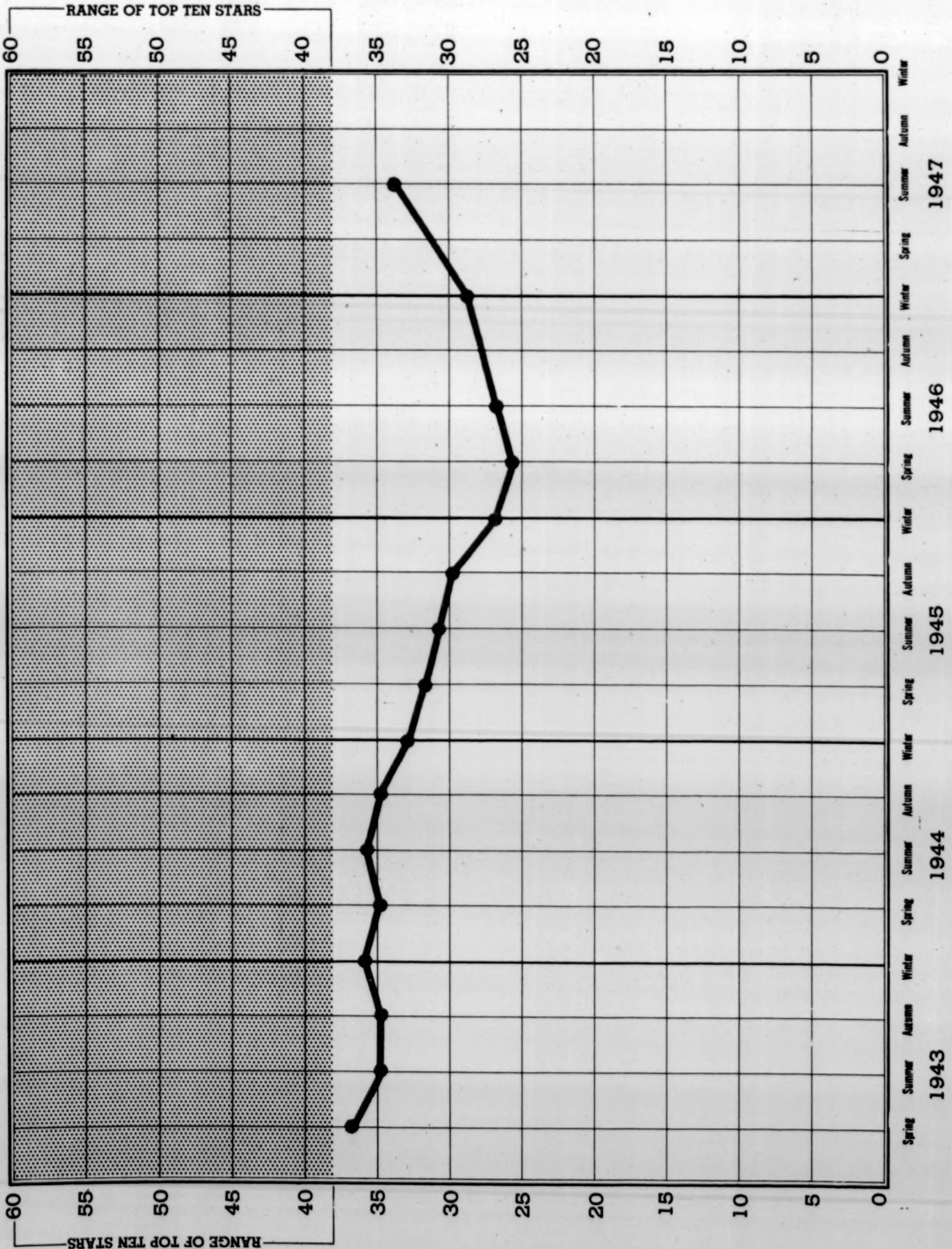
James CAGNEY



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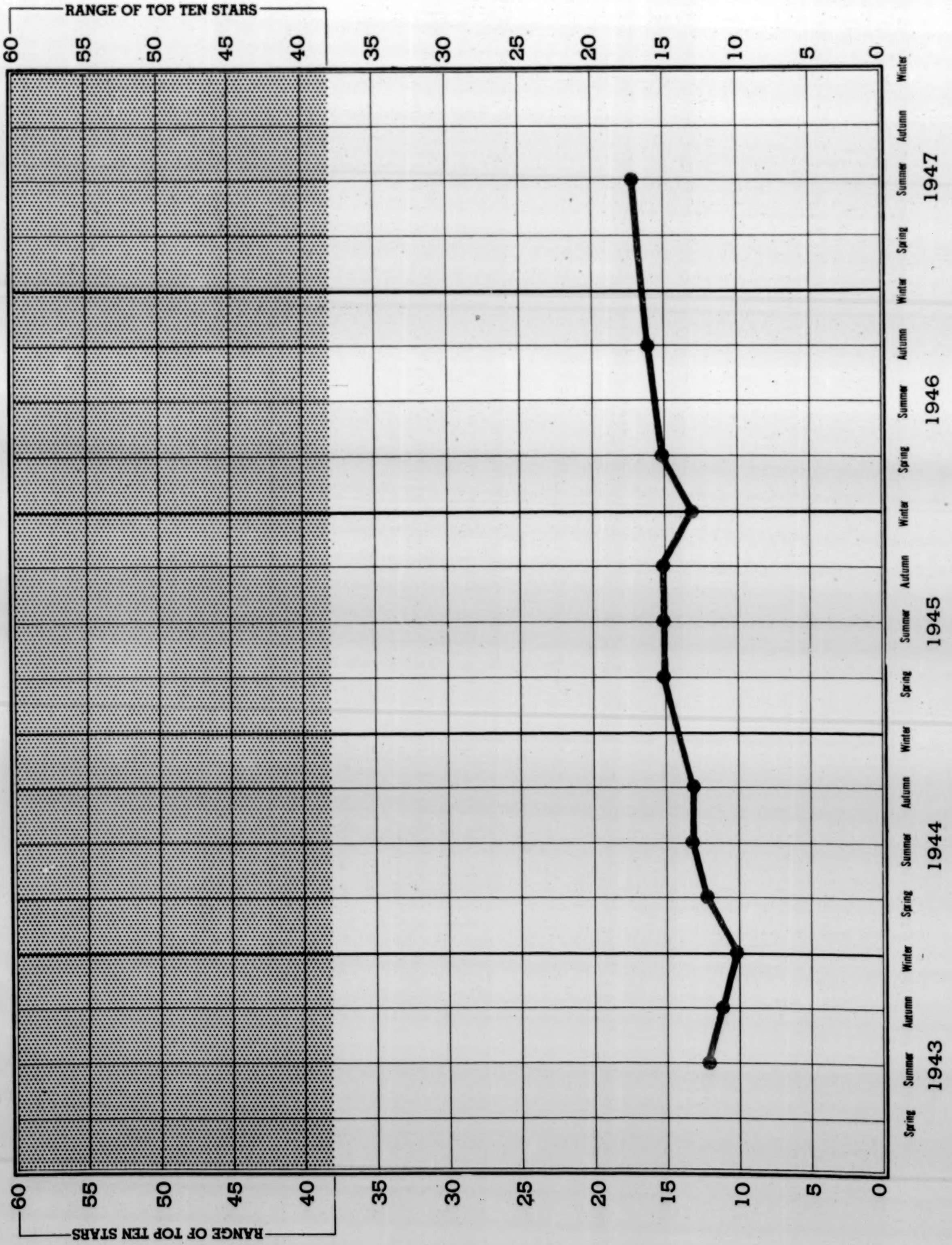
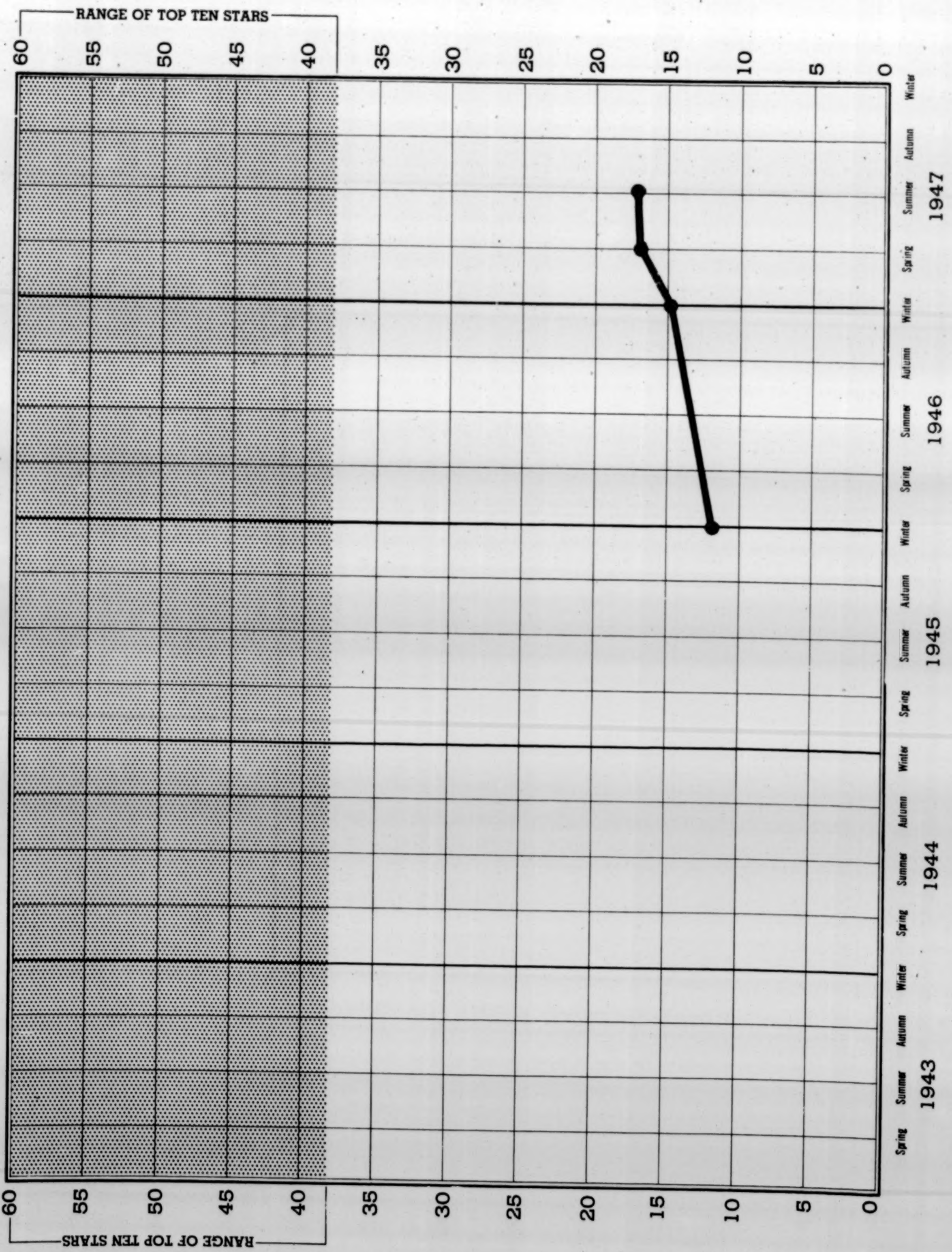


Hoagy CARMICHAEL



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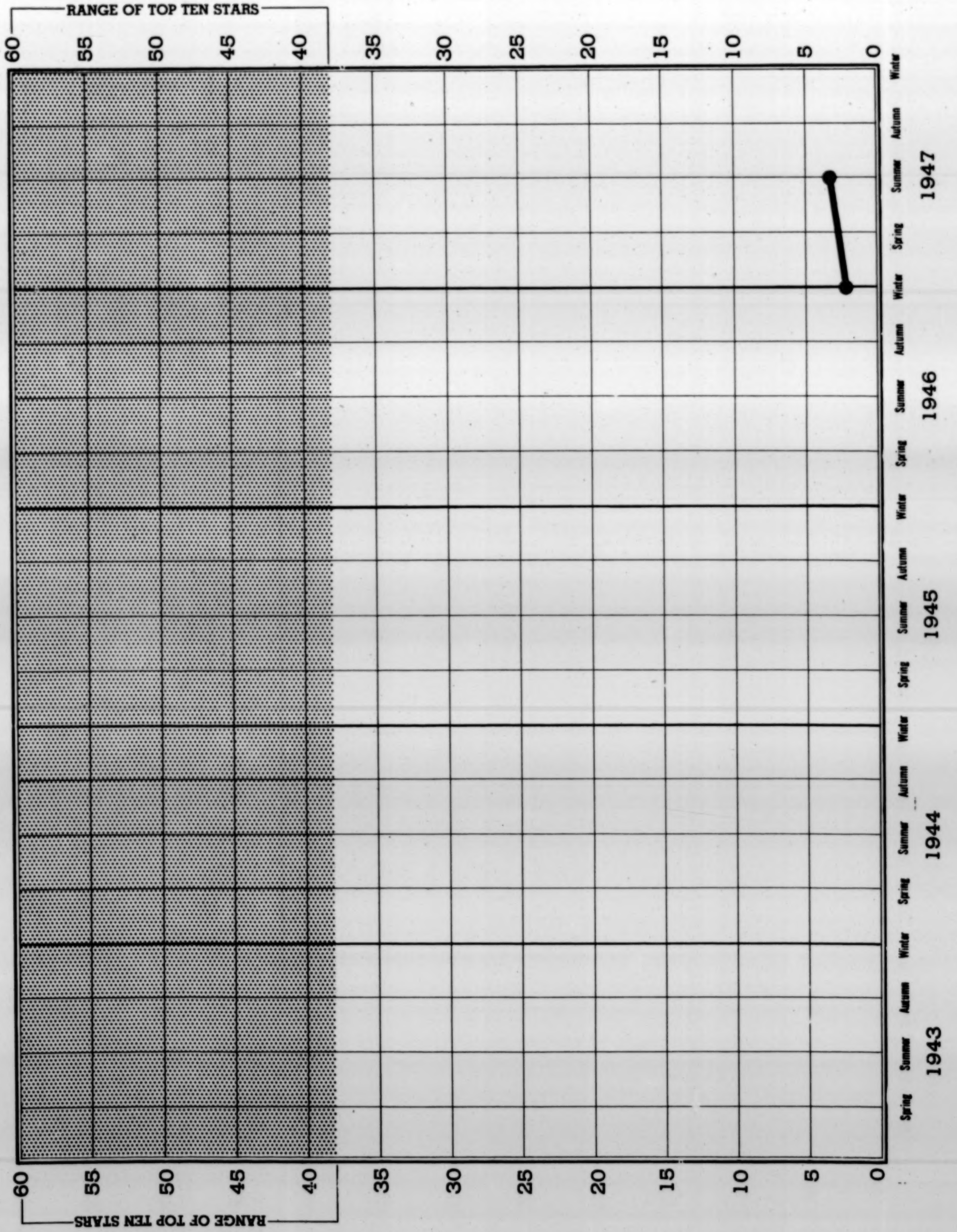
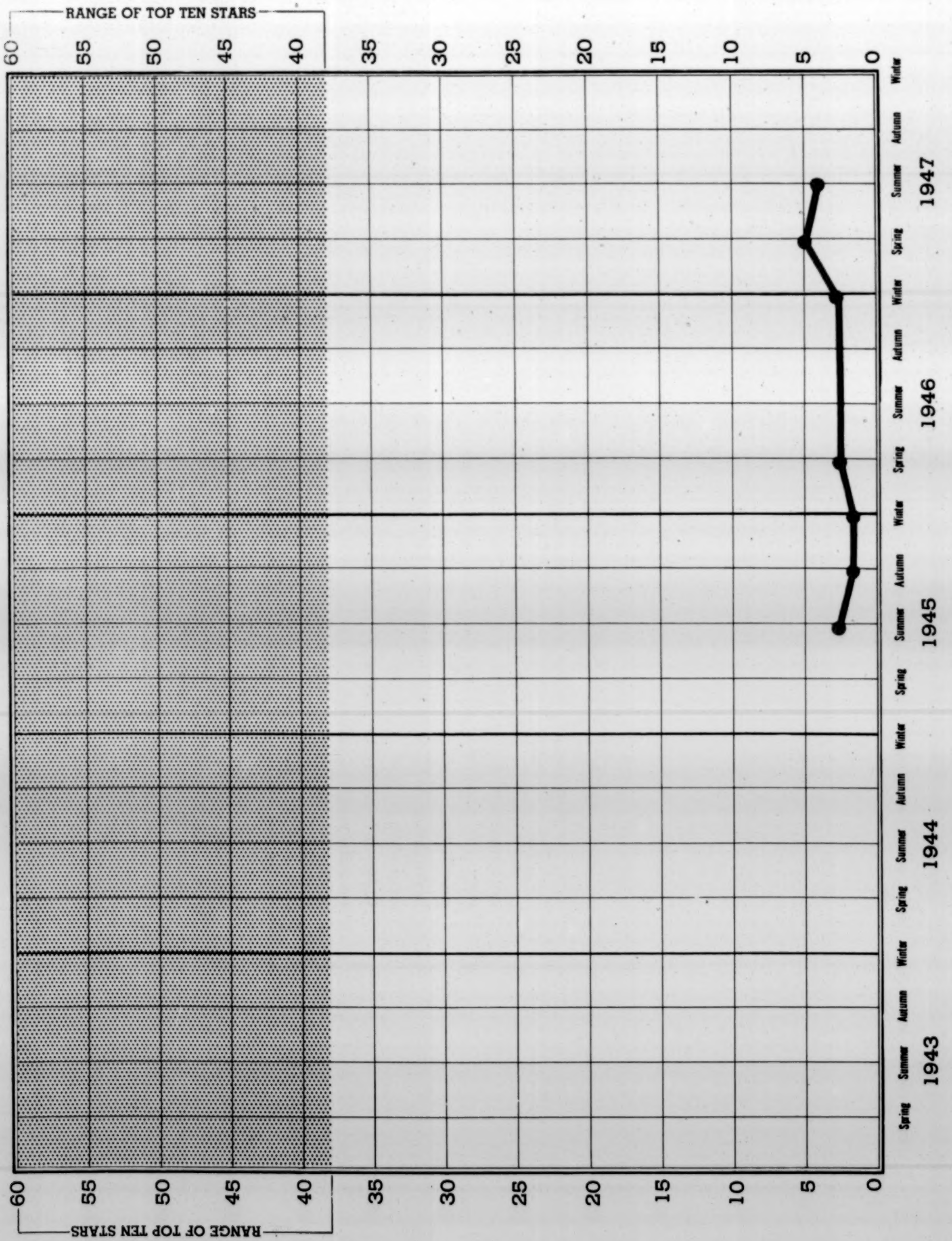
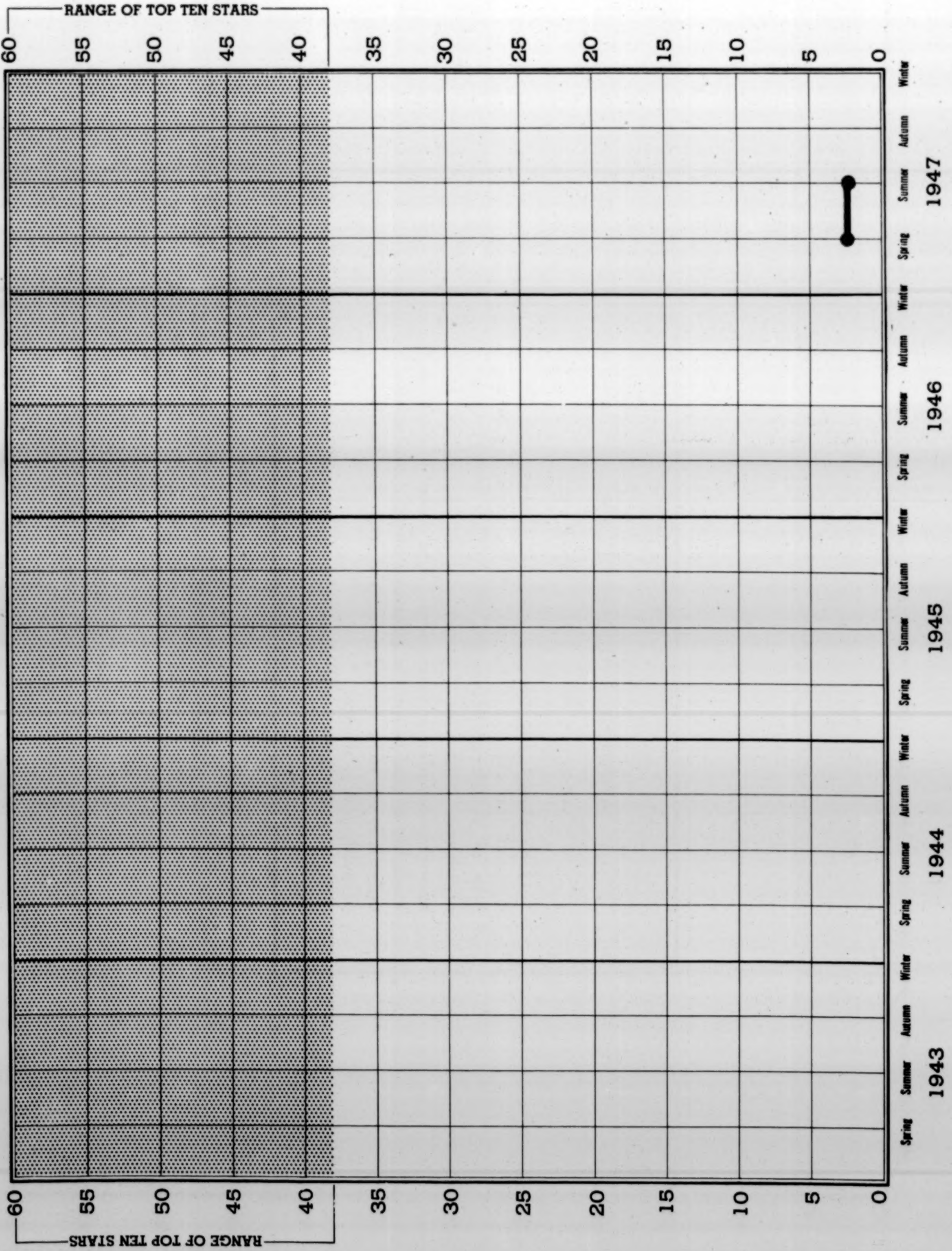


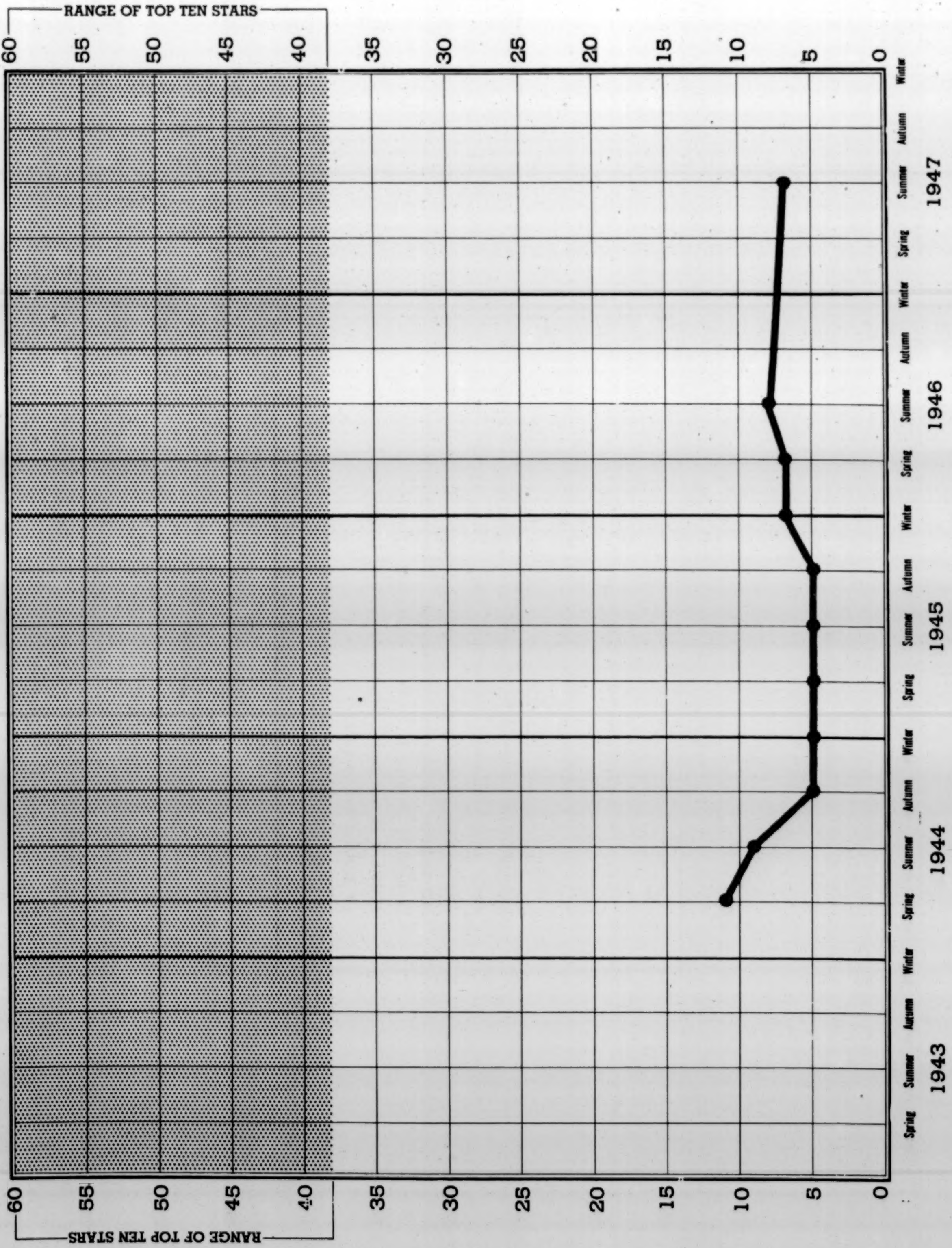
Marguerite CHAPMAN



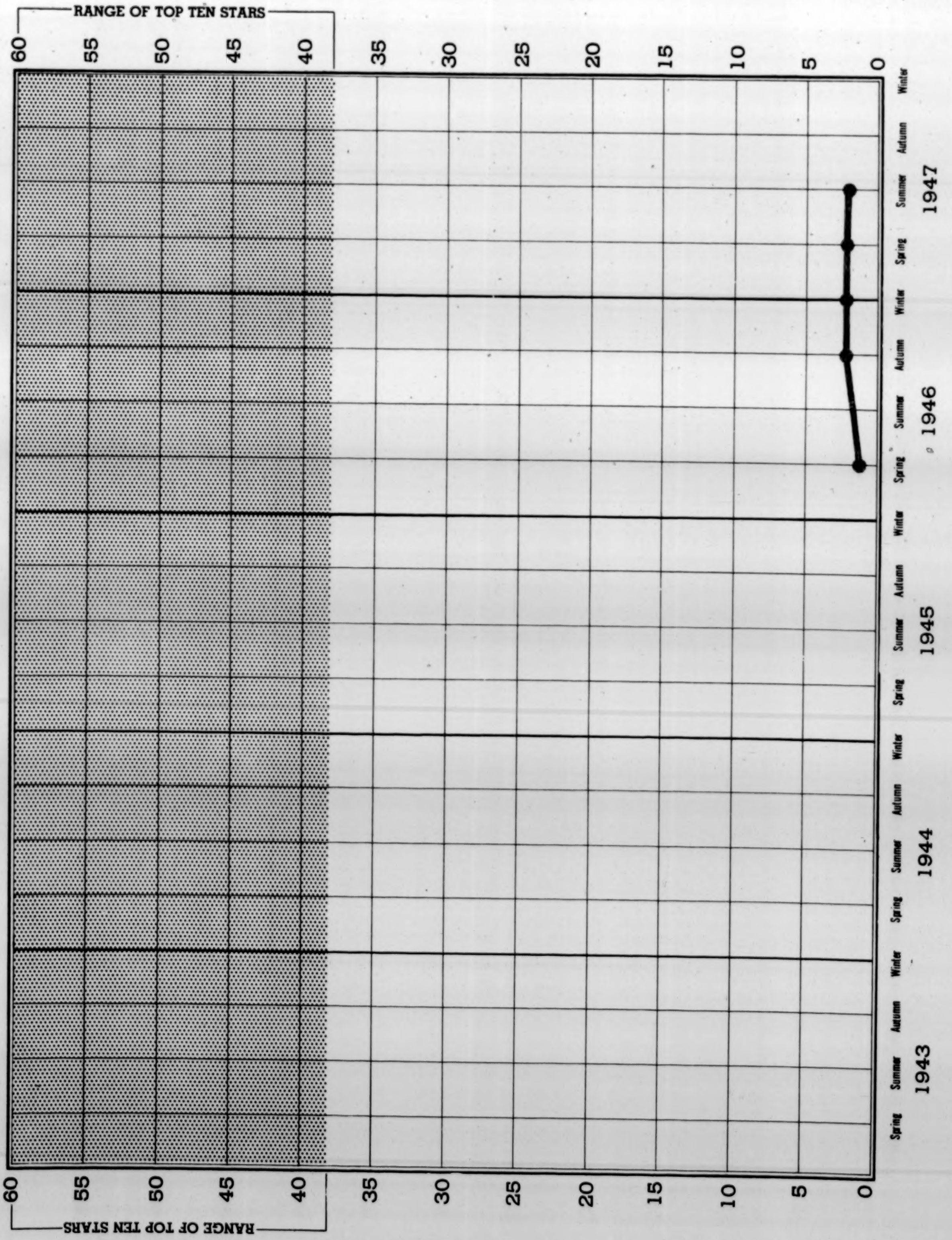
Maurice CHEVALIER



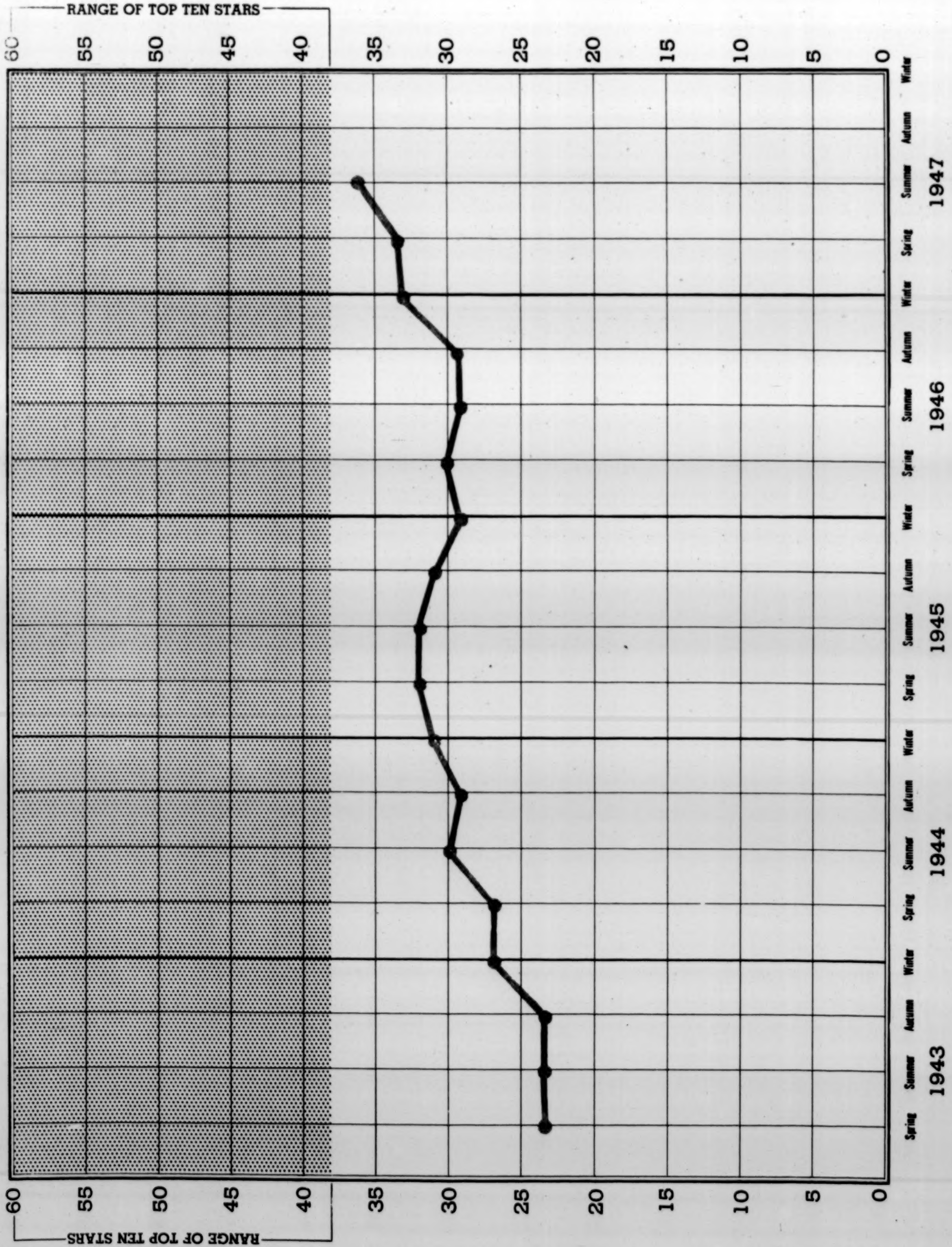
Charles COBURN



Steve COCHRAN



Claudette COLBERT



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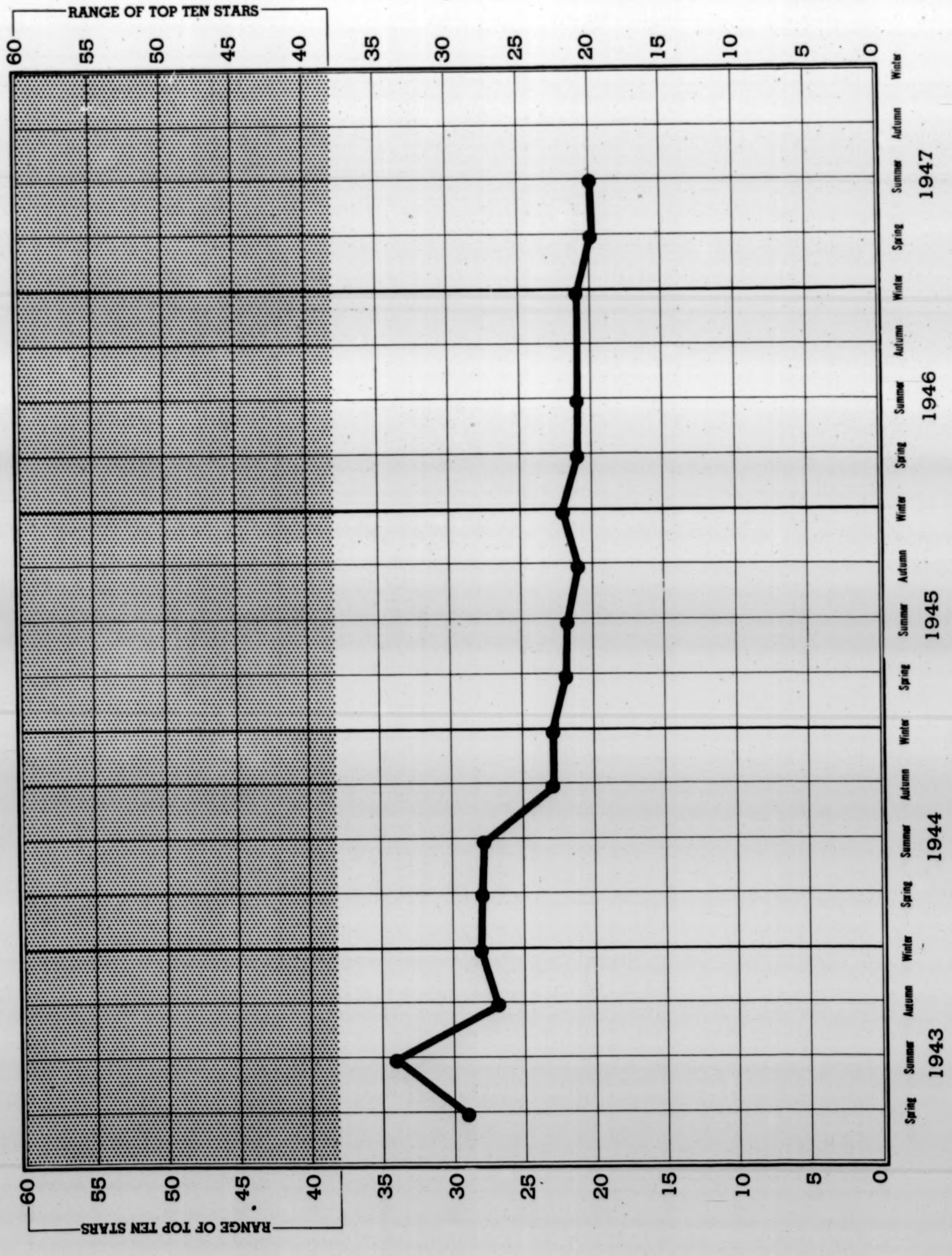

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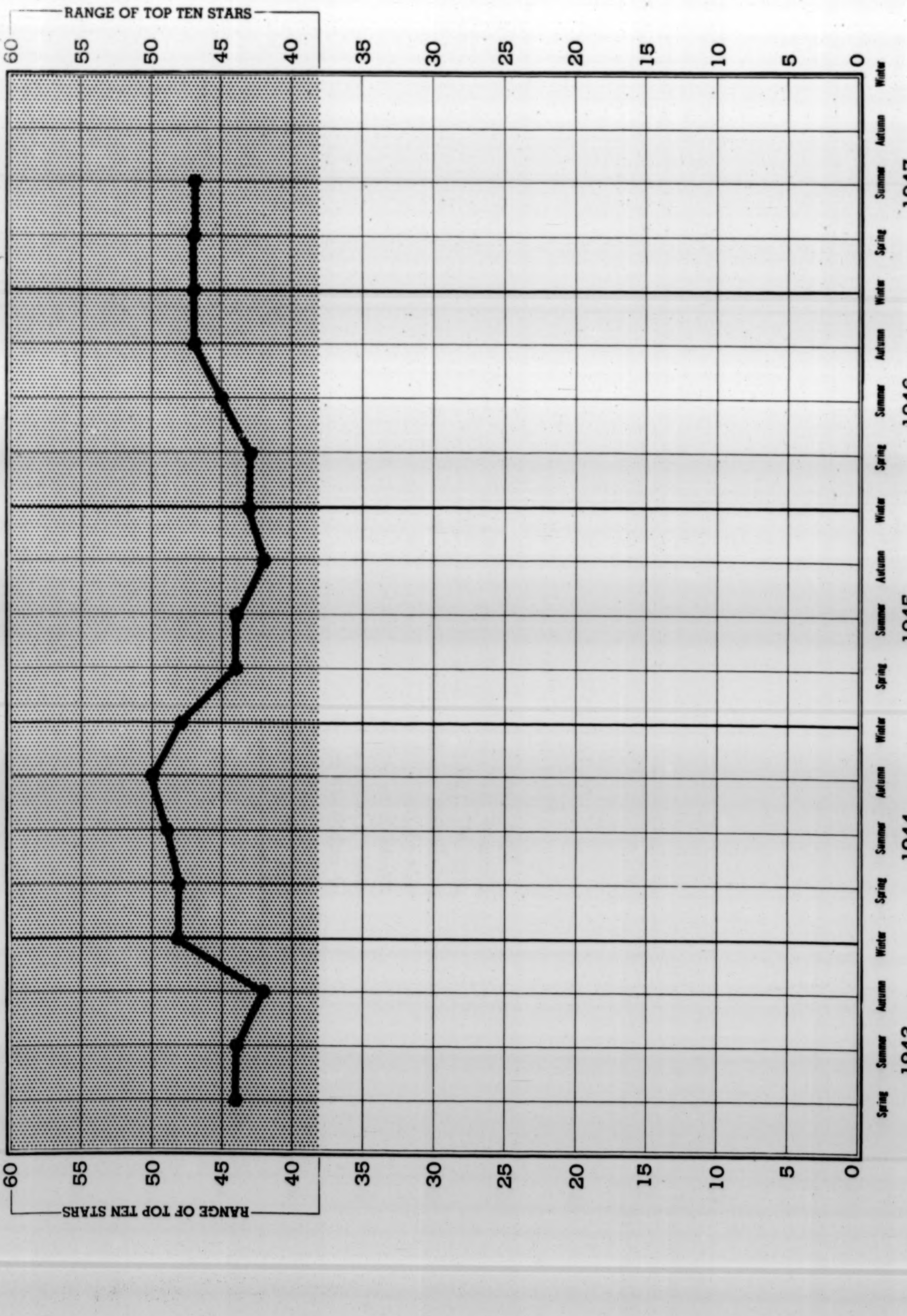
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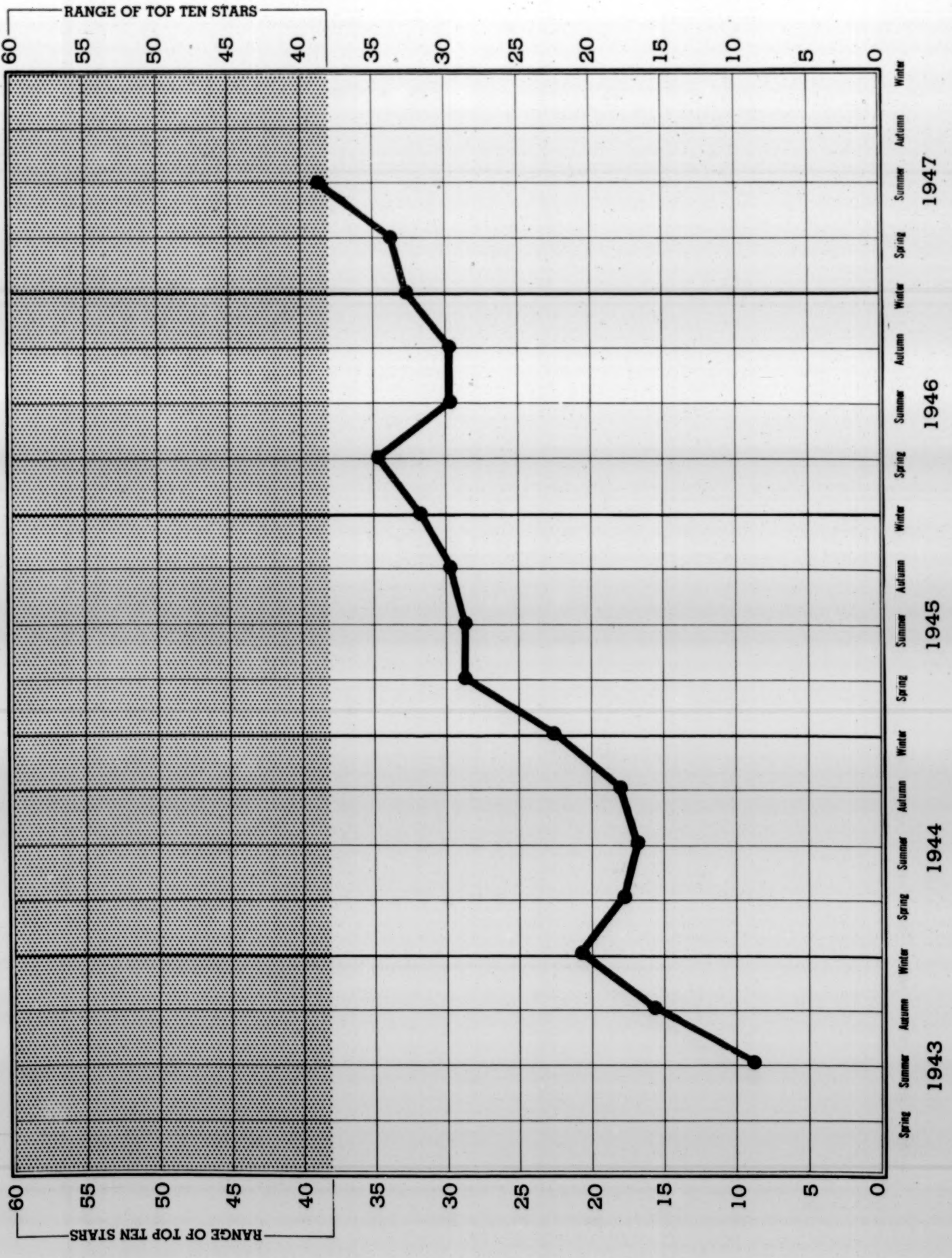
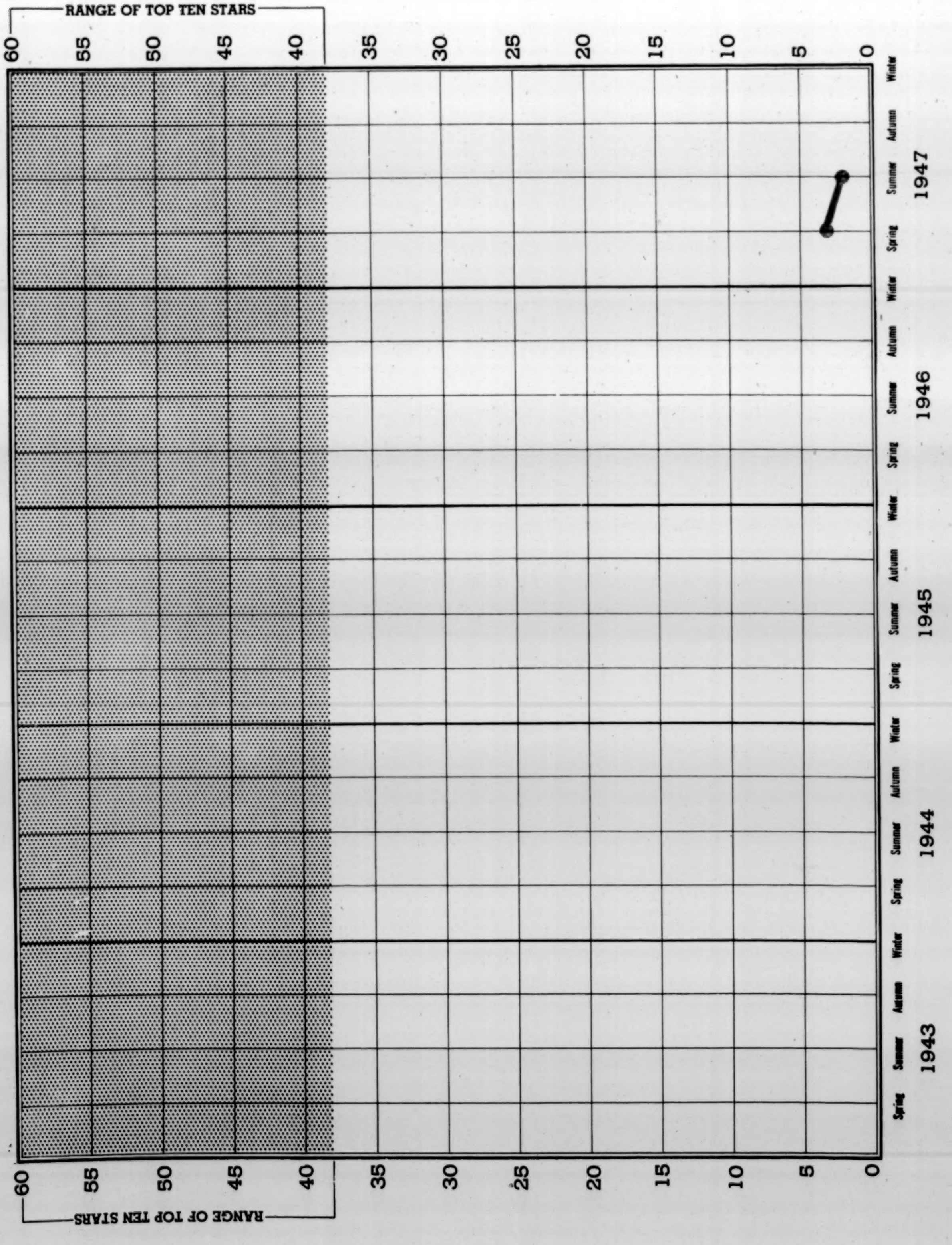
Joseph COTTEN



Jerome COURTLAND



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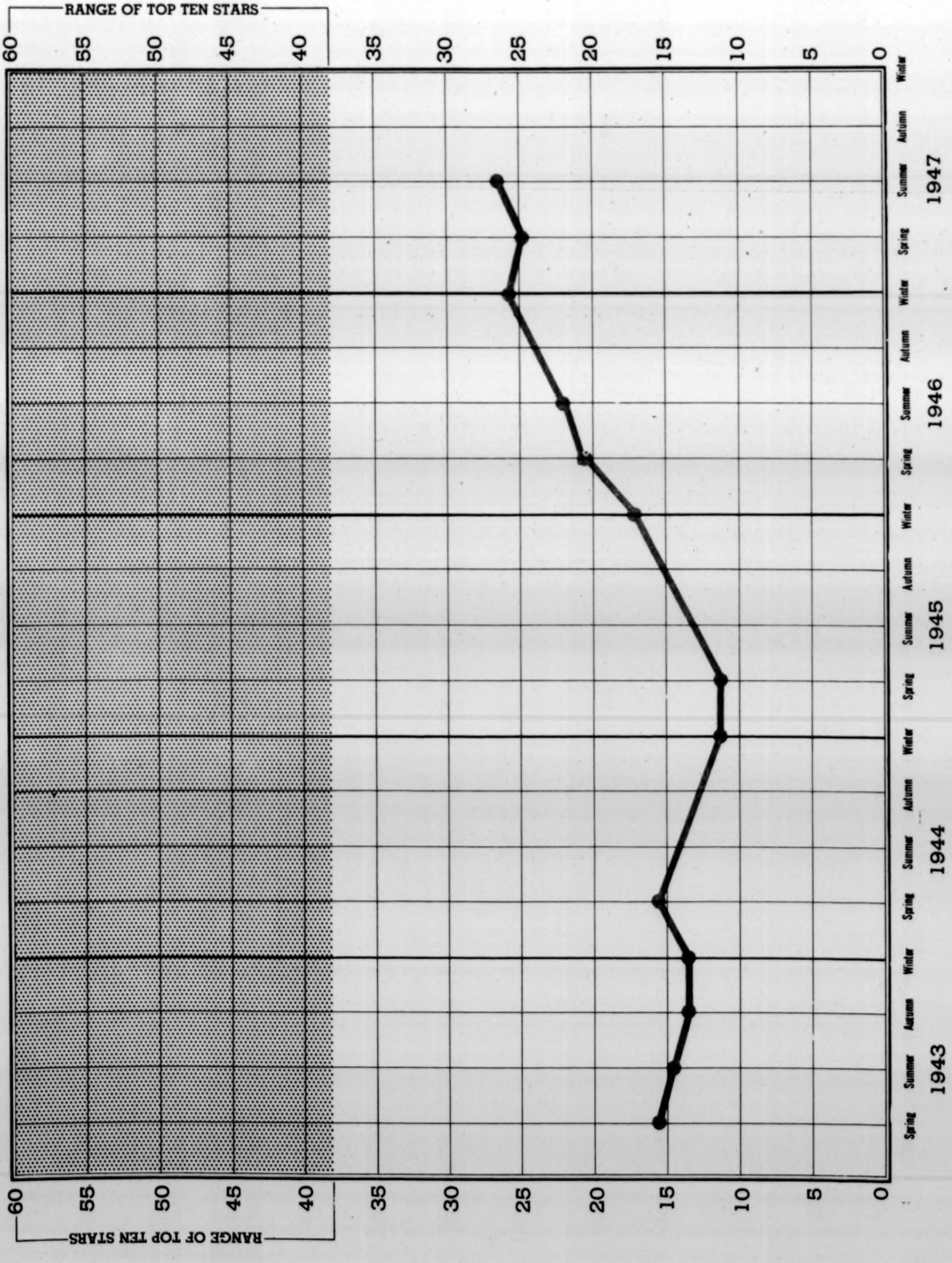
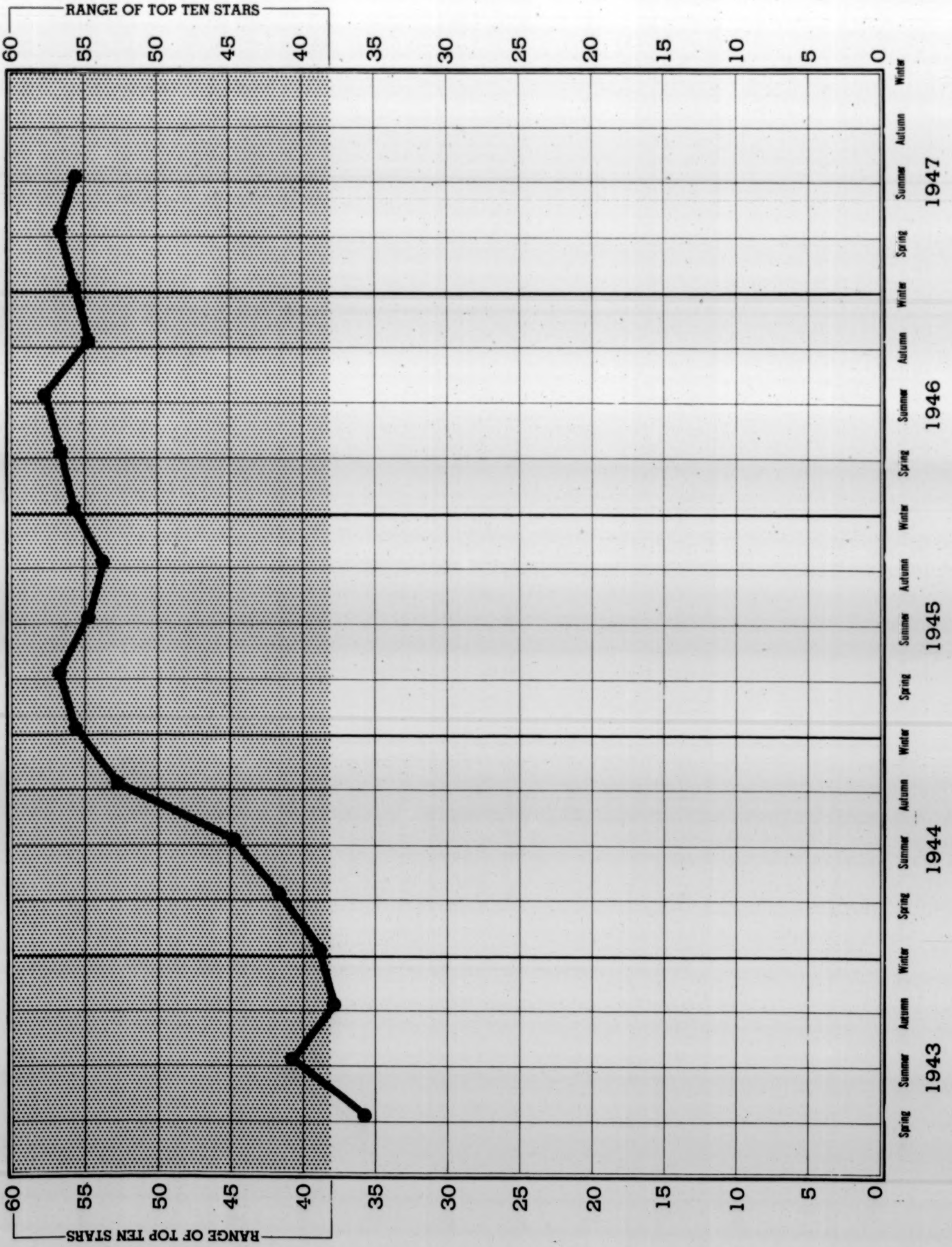


Bing CROSBY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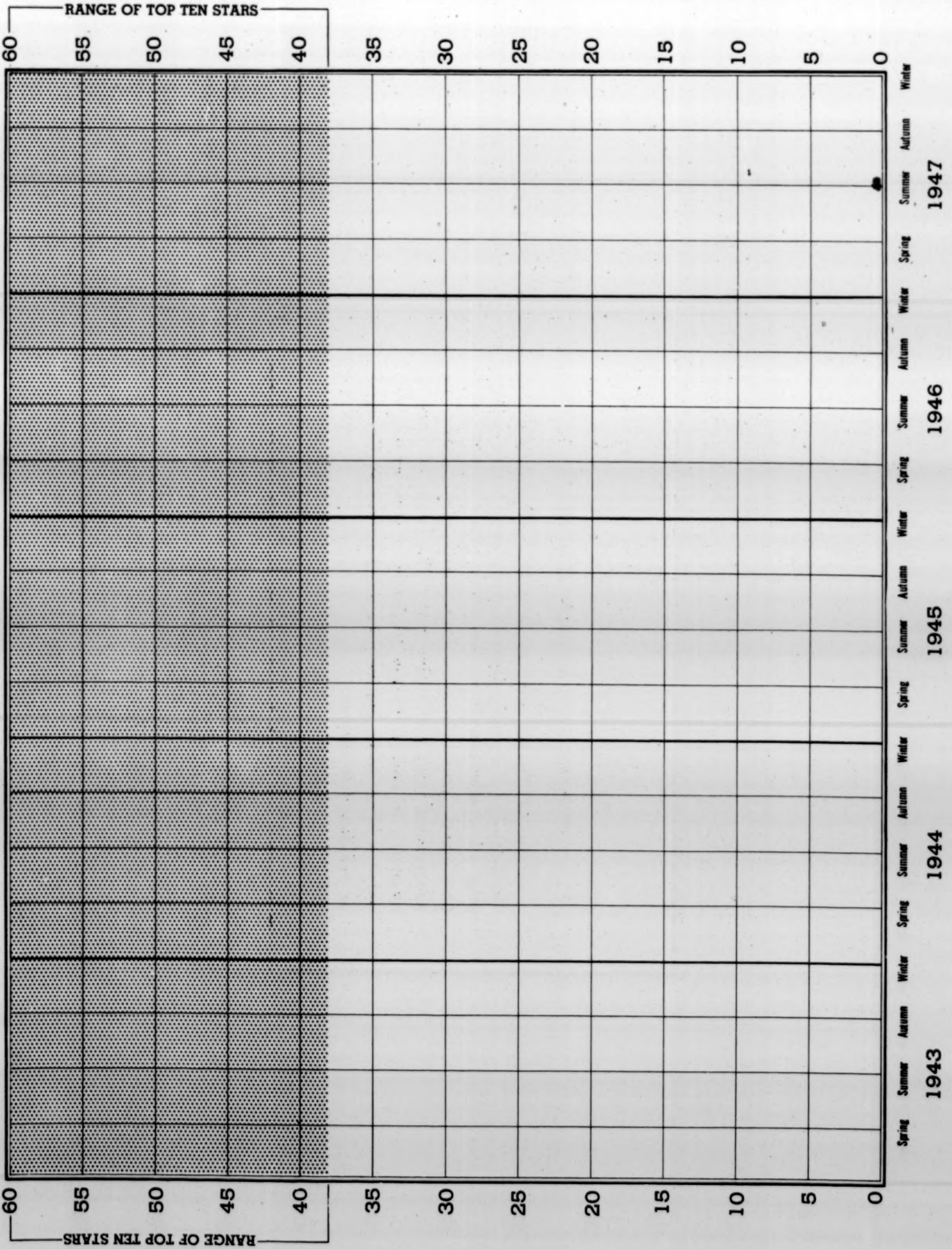
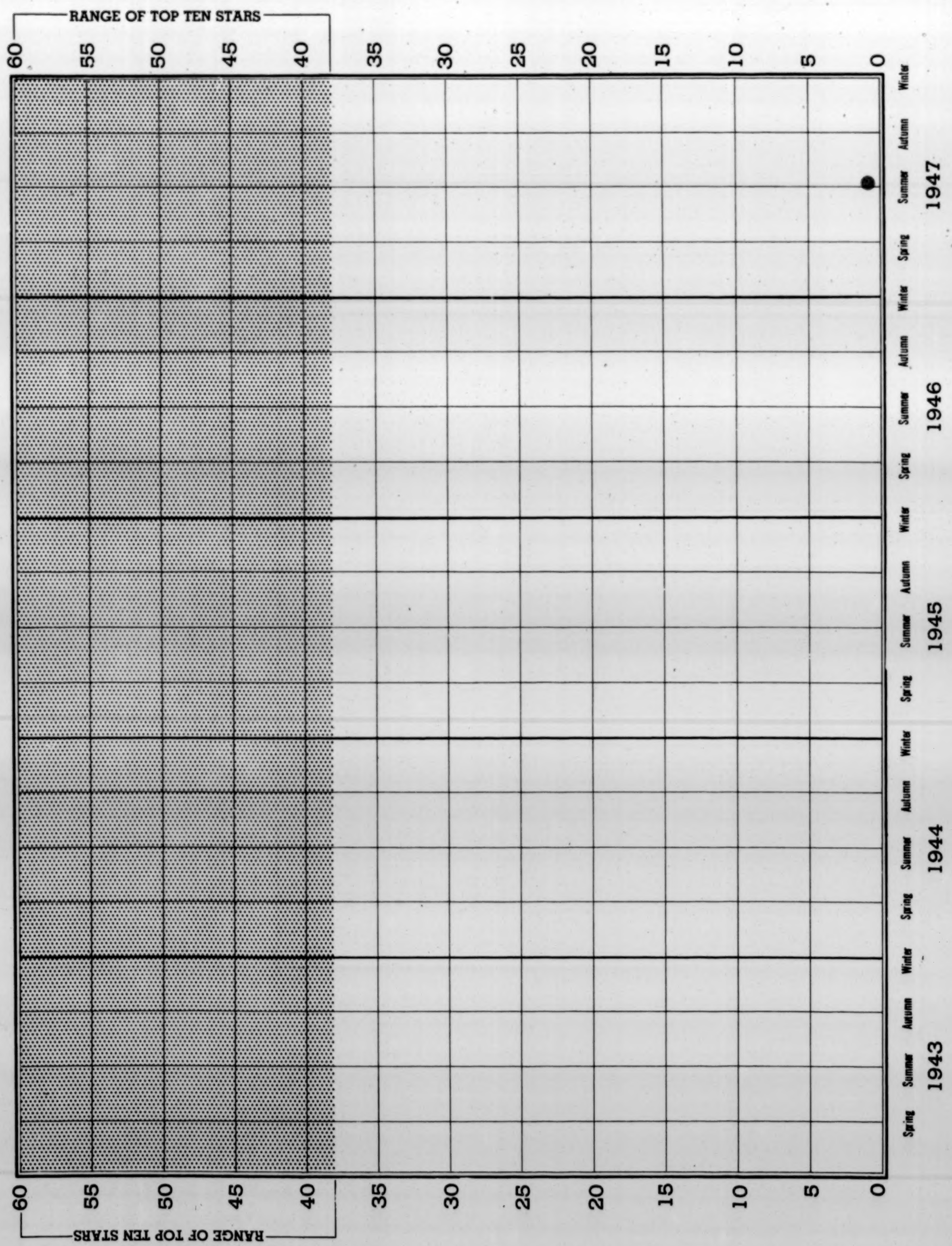
Paule CROSET



Roland CULVER



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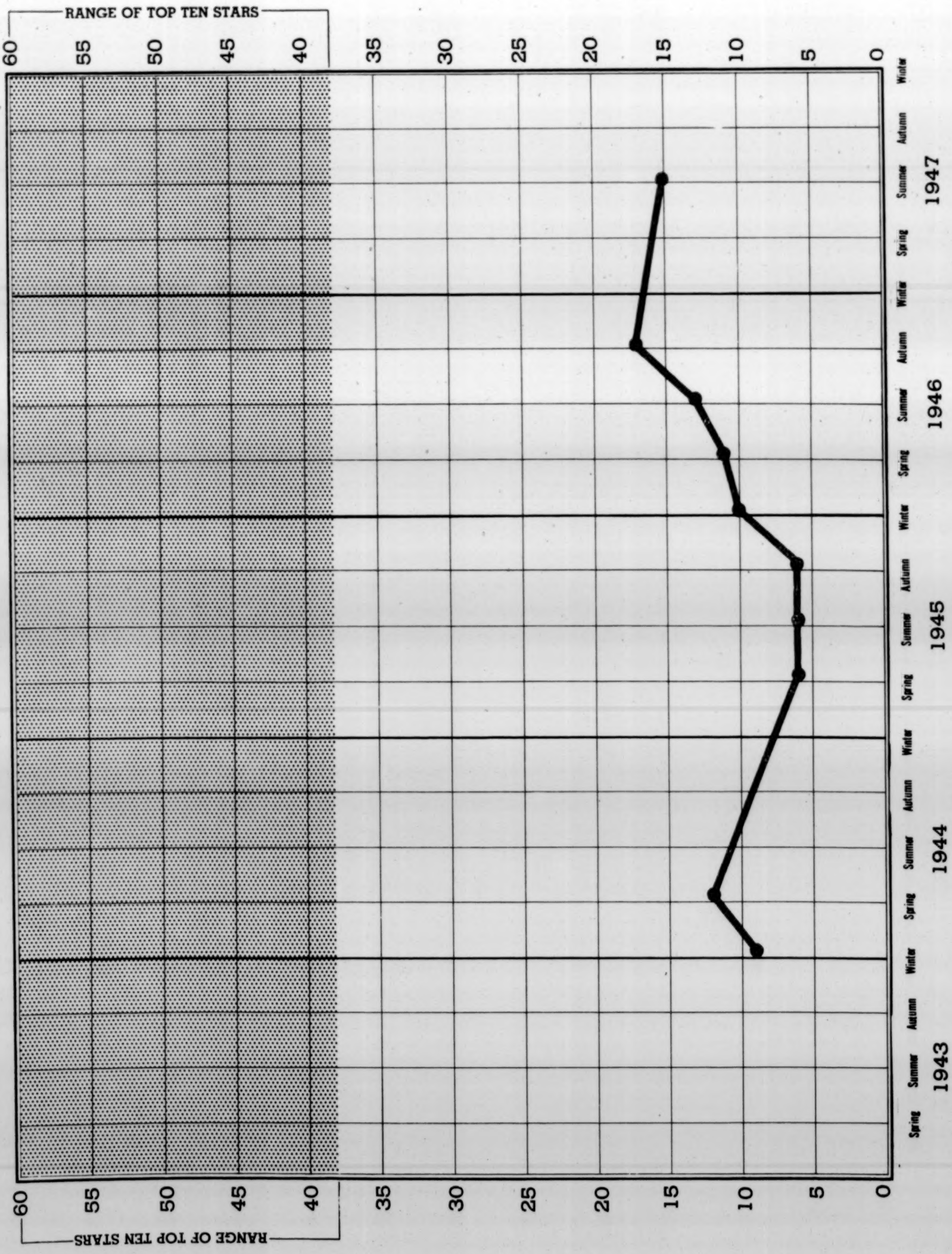
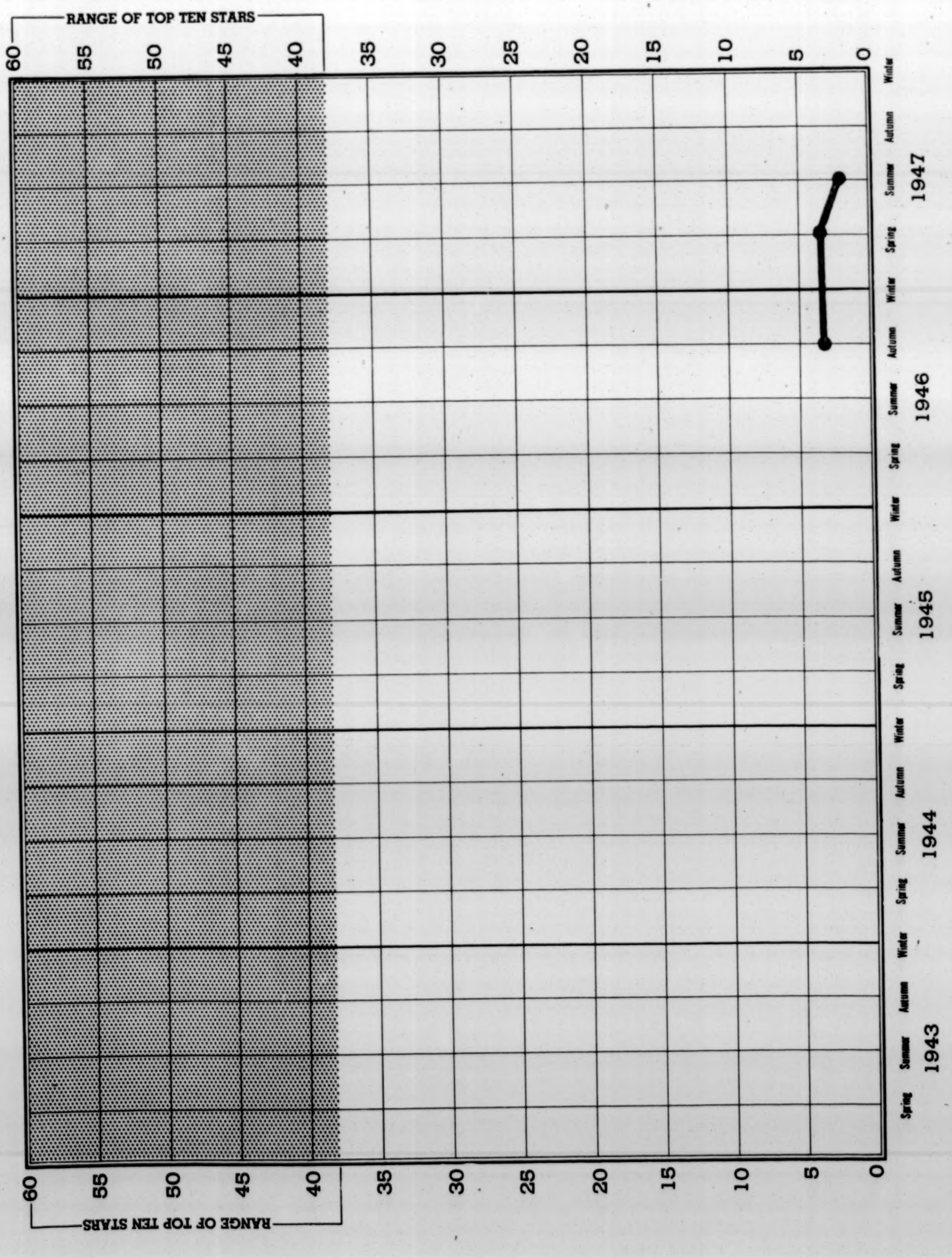


John DALL



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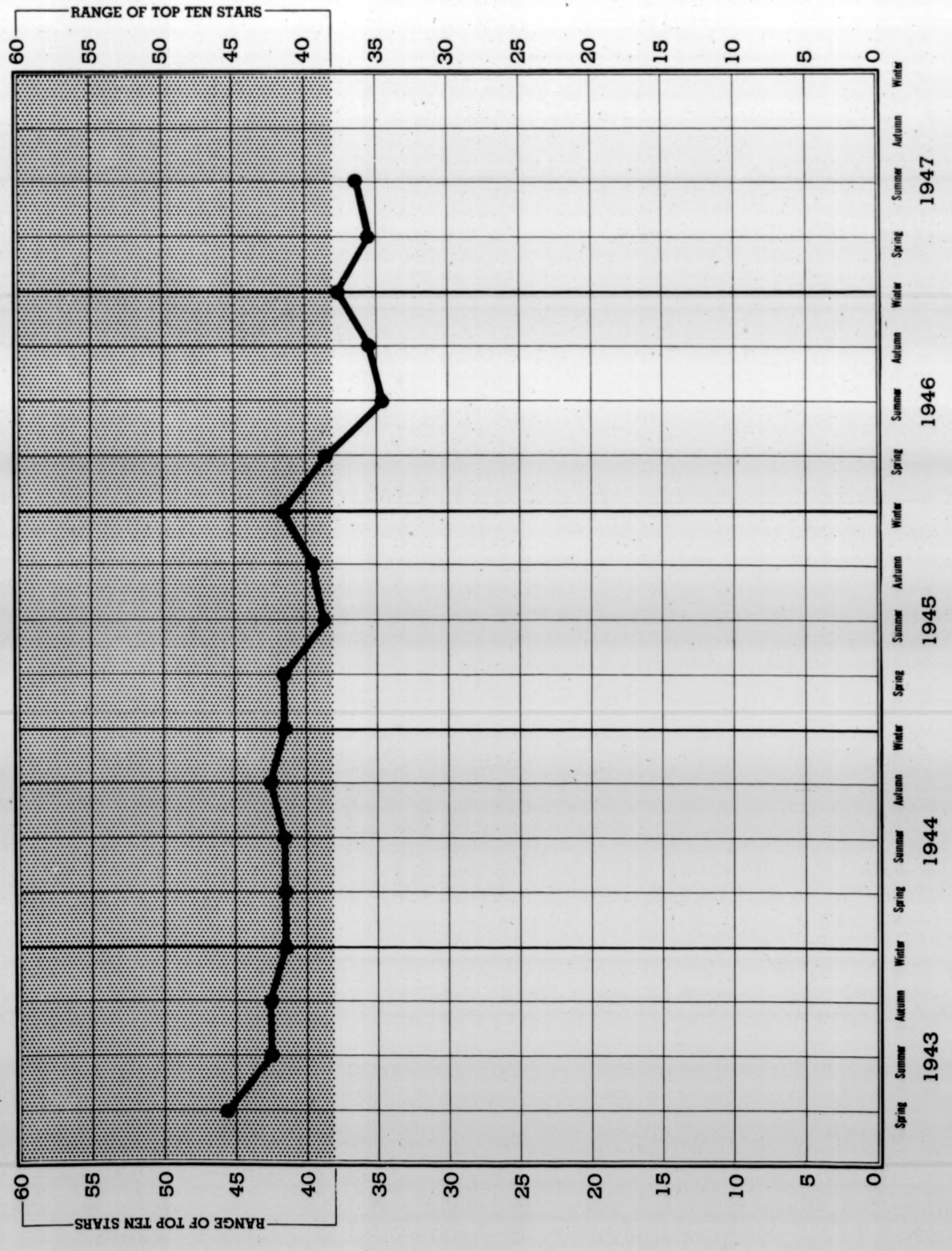
Bette DAVIS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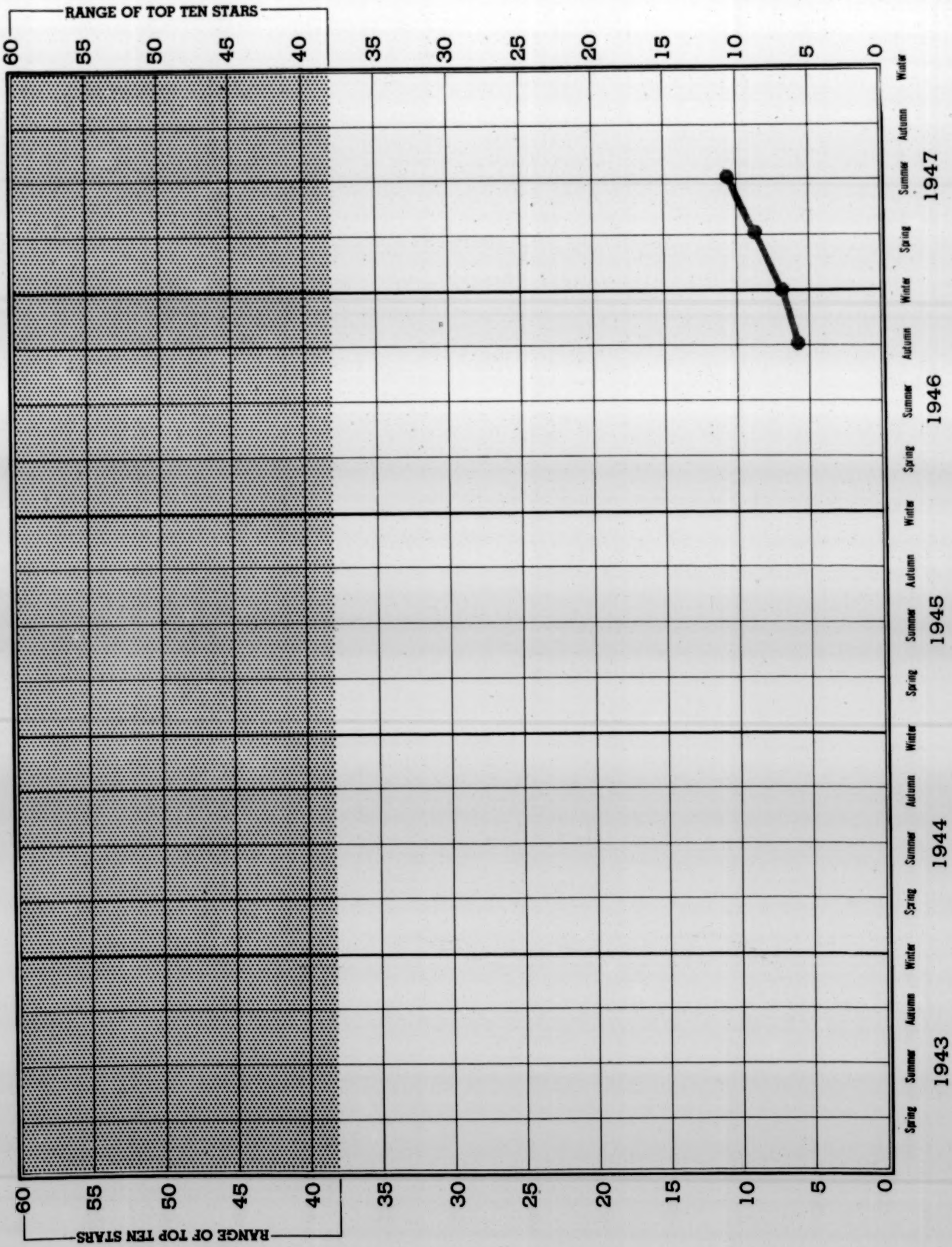
Dennis DAY



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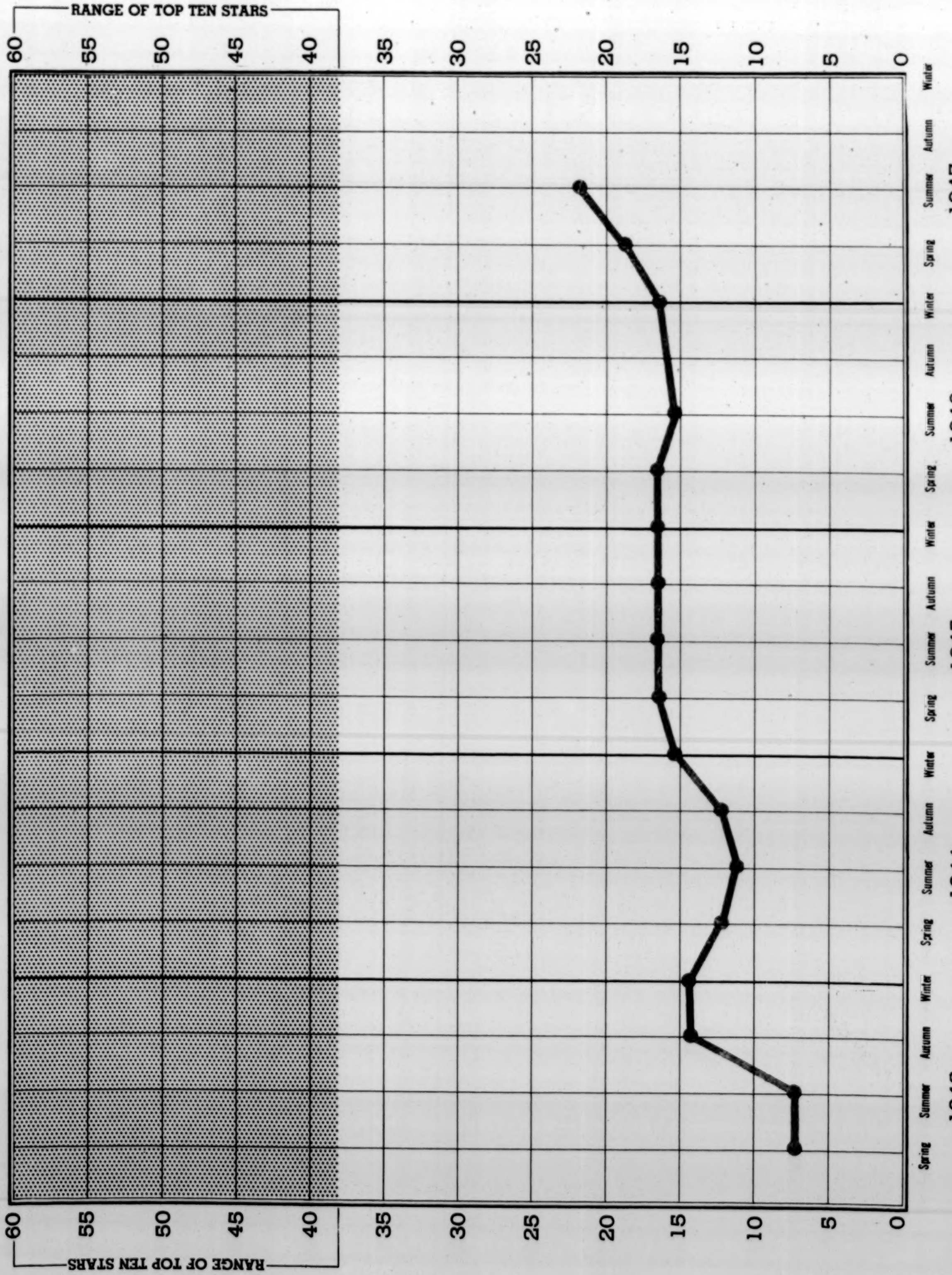
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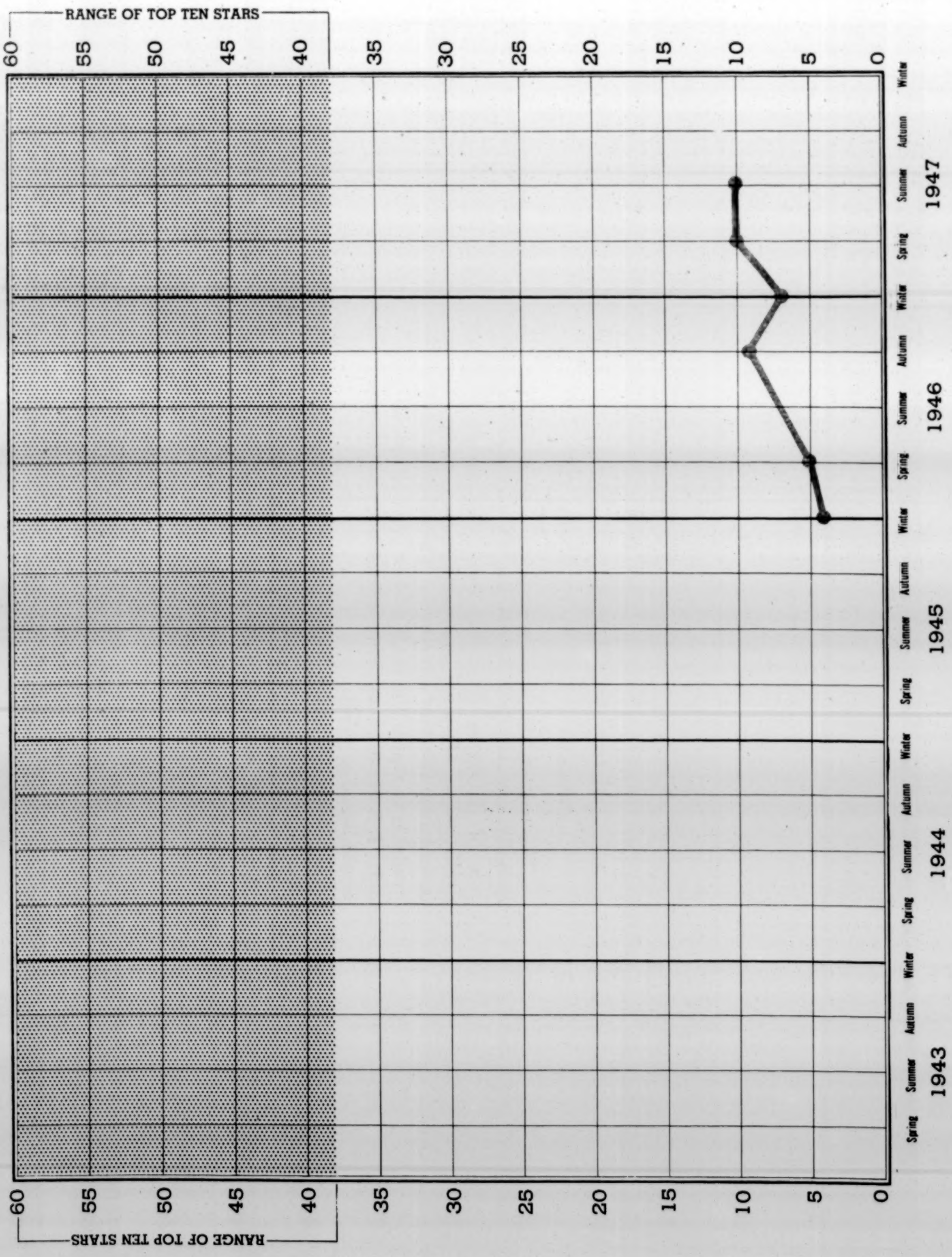
Yvonne DE CARLO



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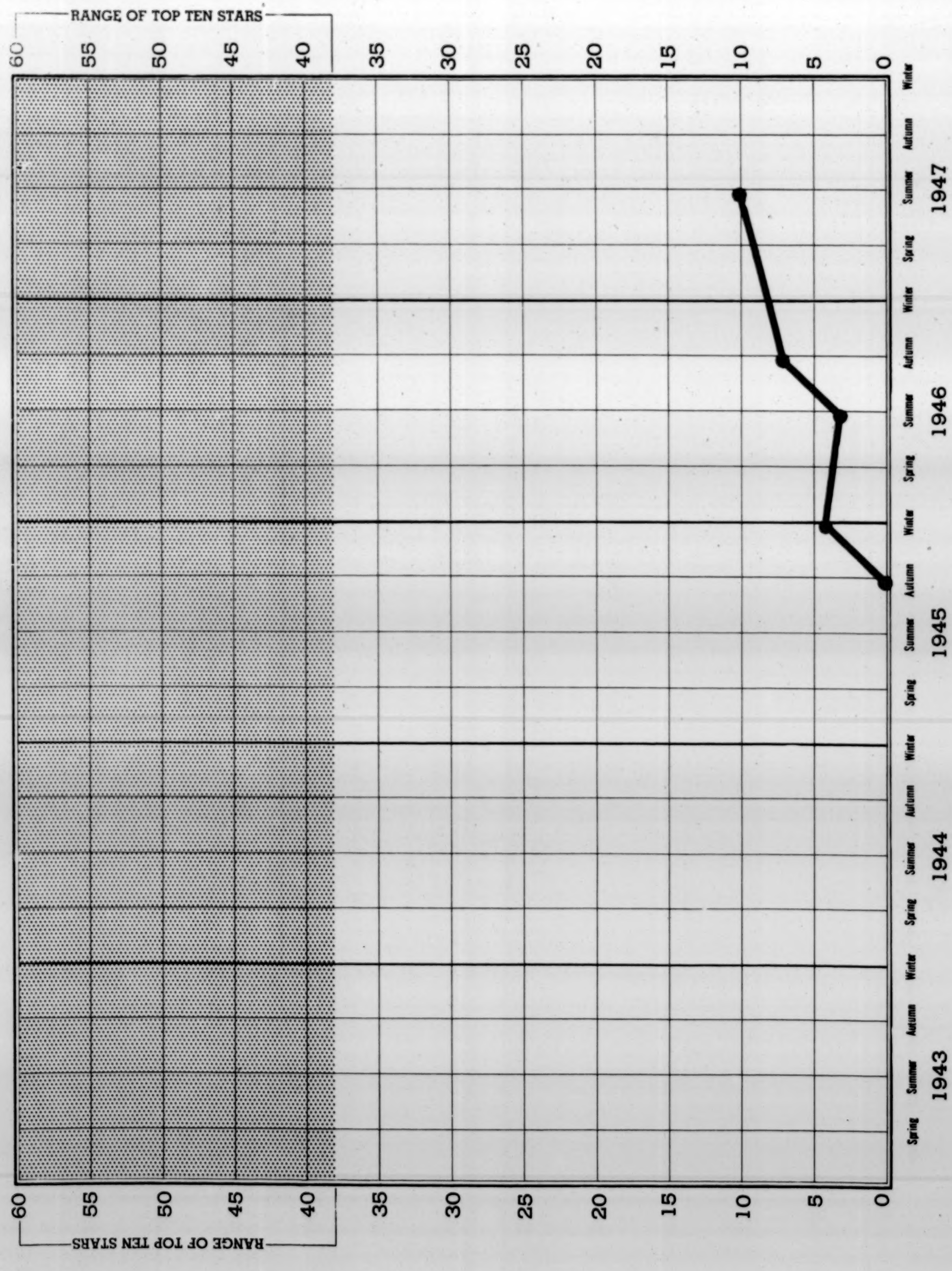
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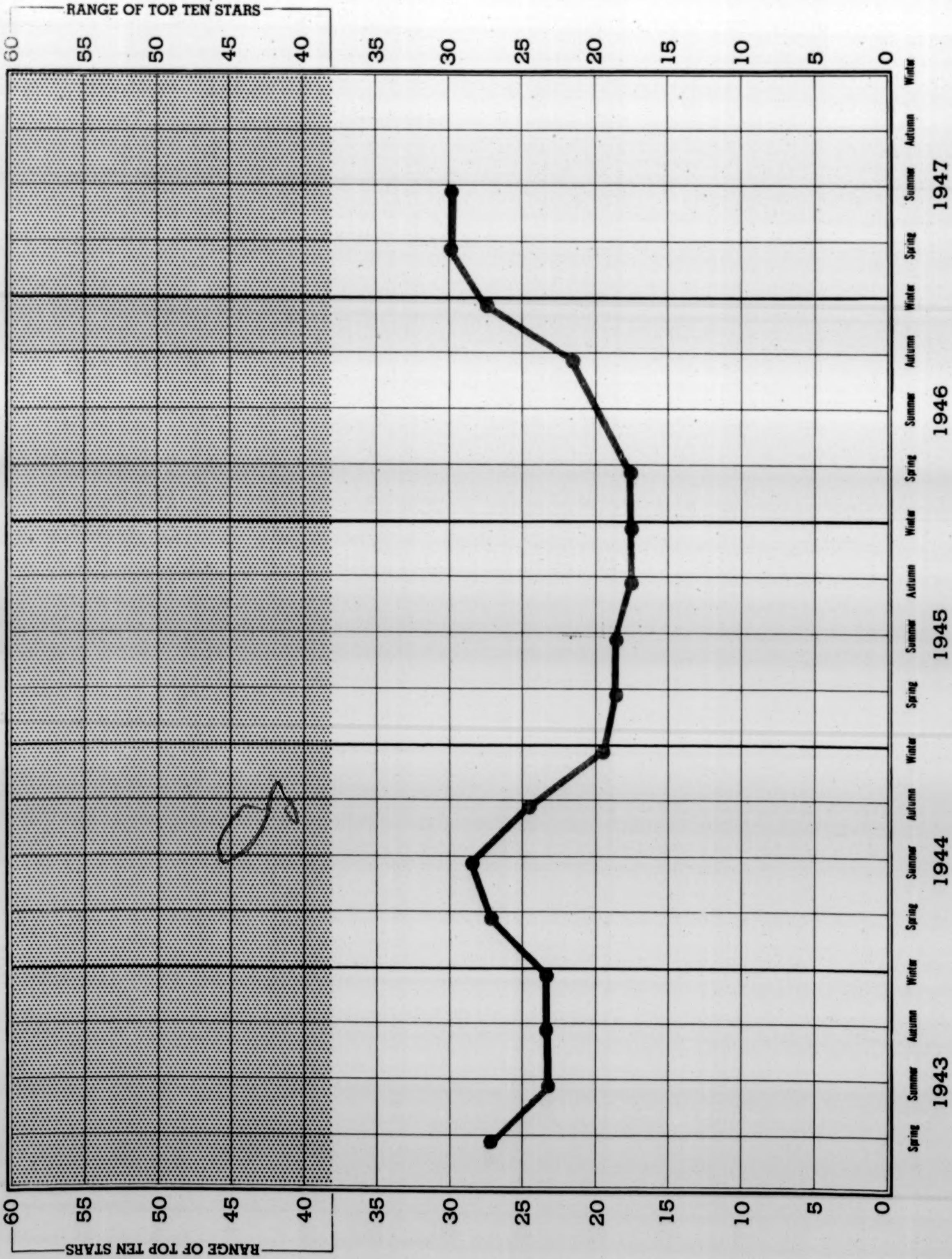
Olivia DE HAVILLAND



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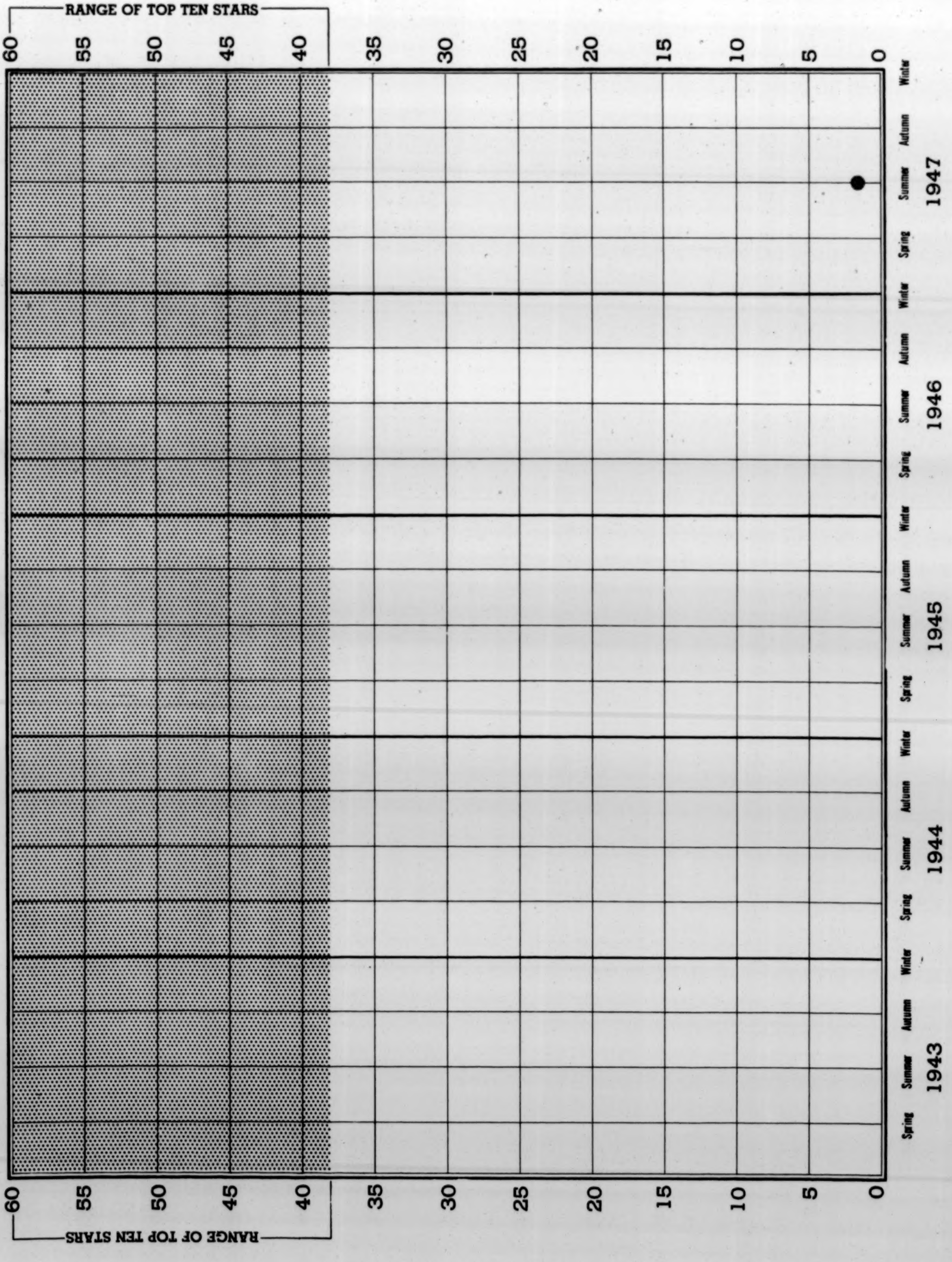

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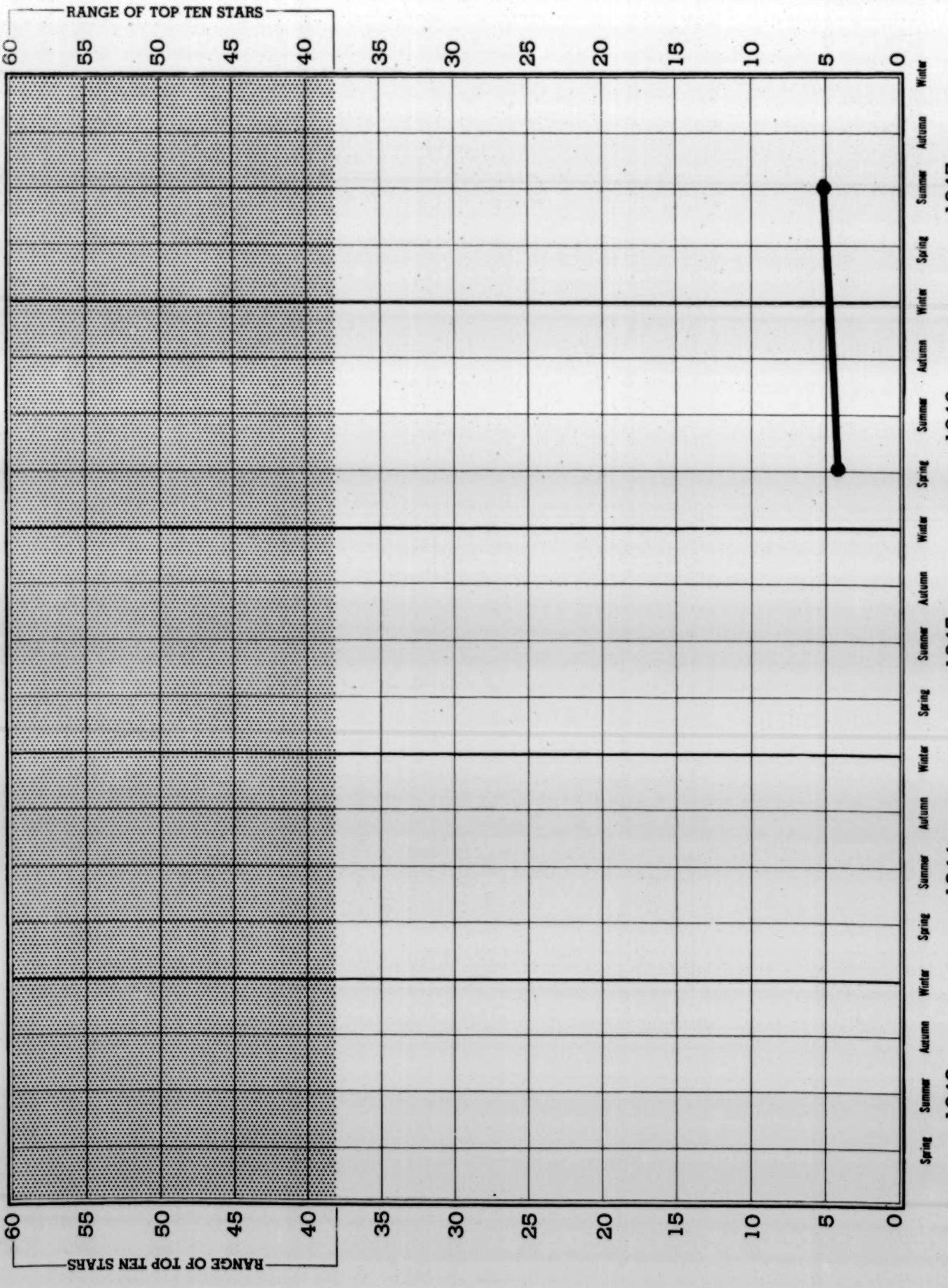
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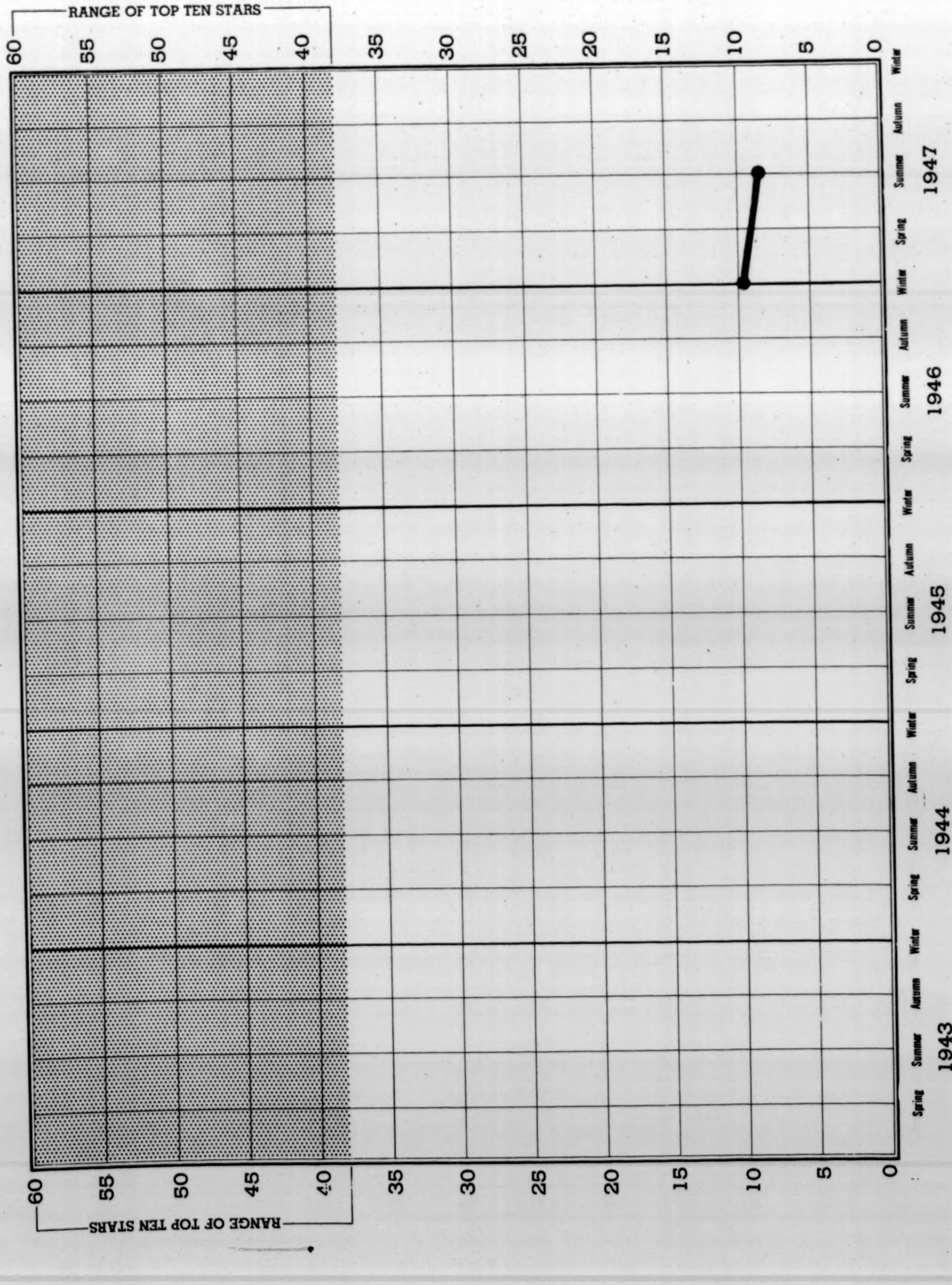
Melvyn DOUGLAS



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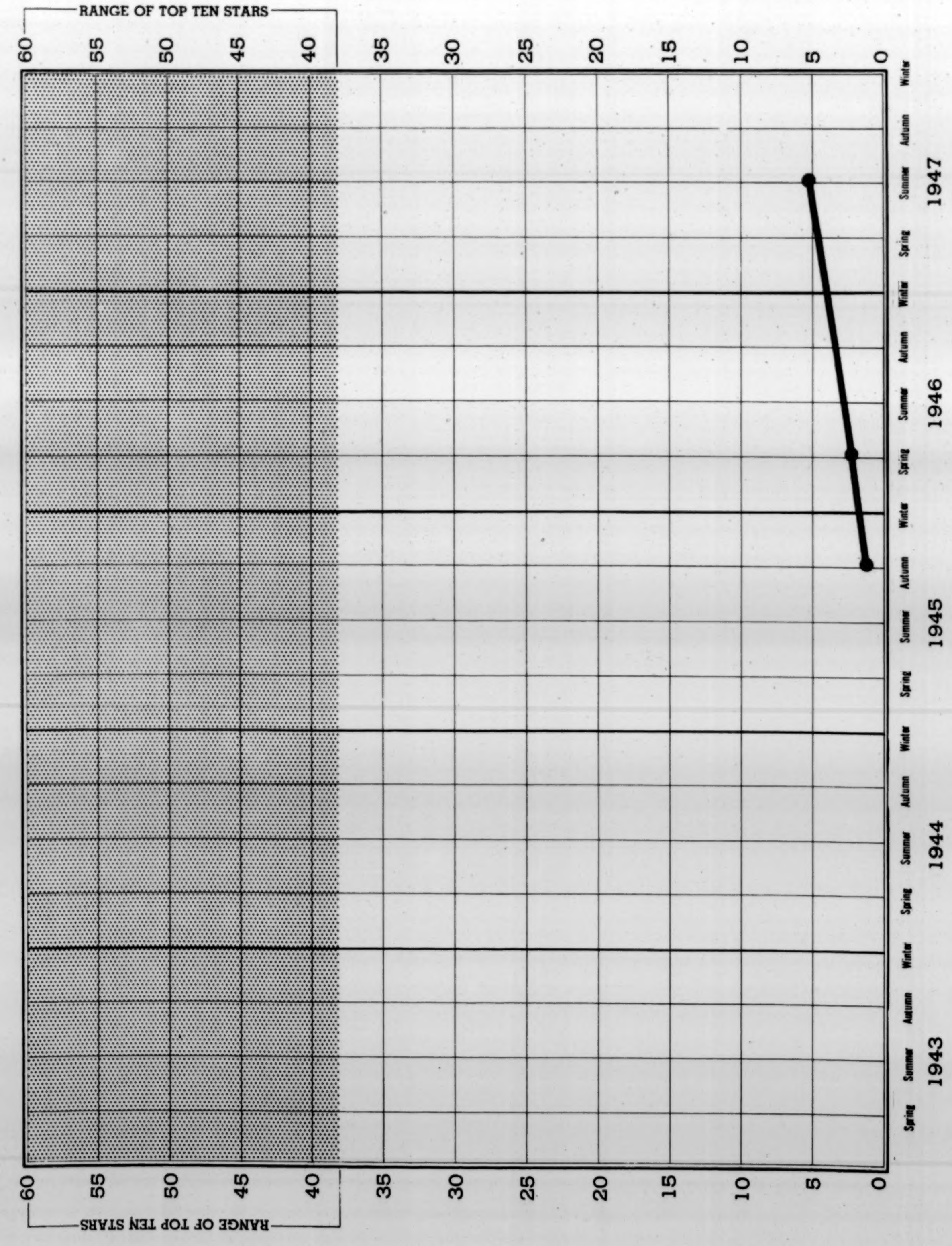
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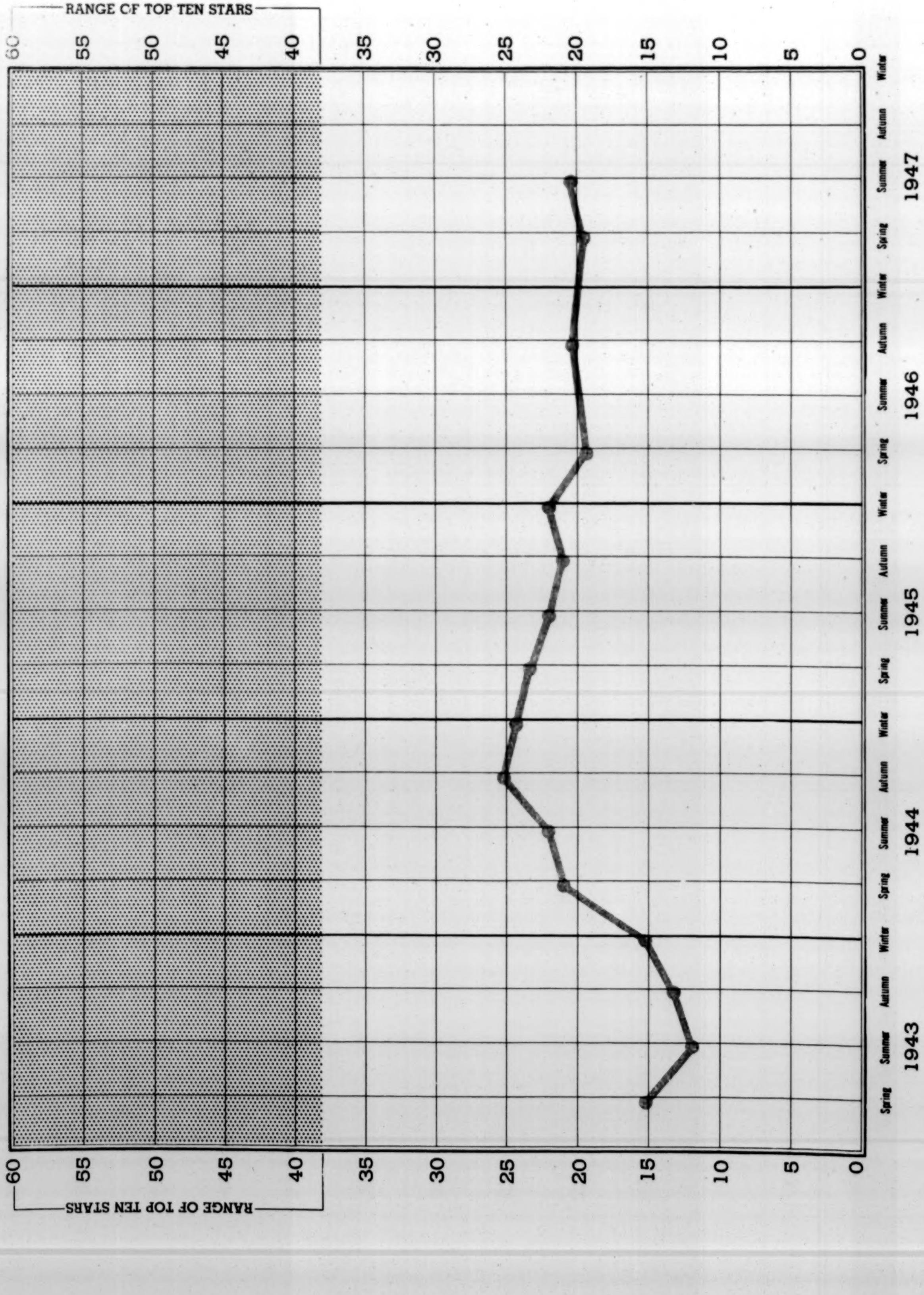
Irene DUNNE



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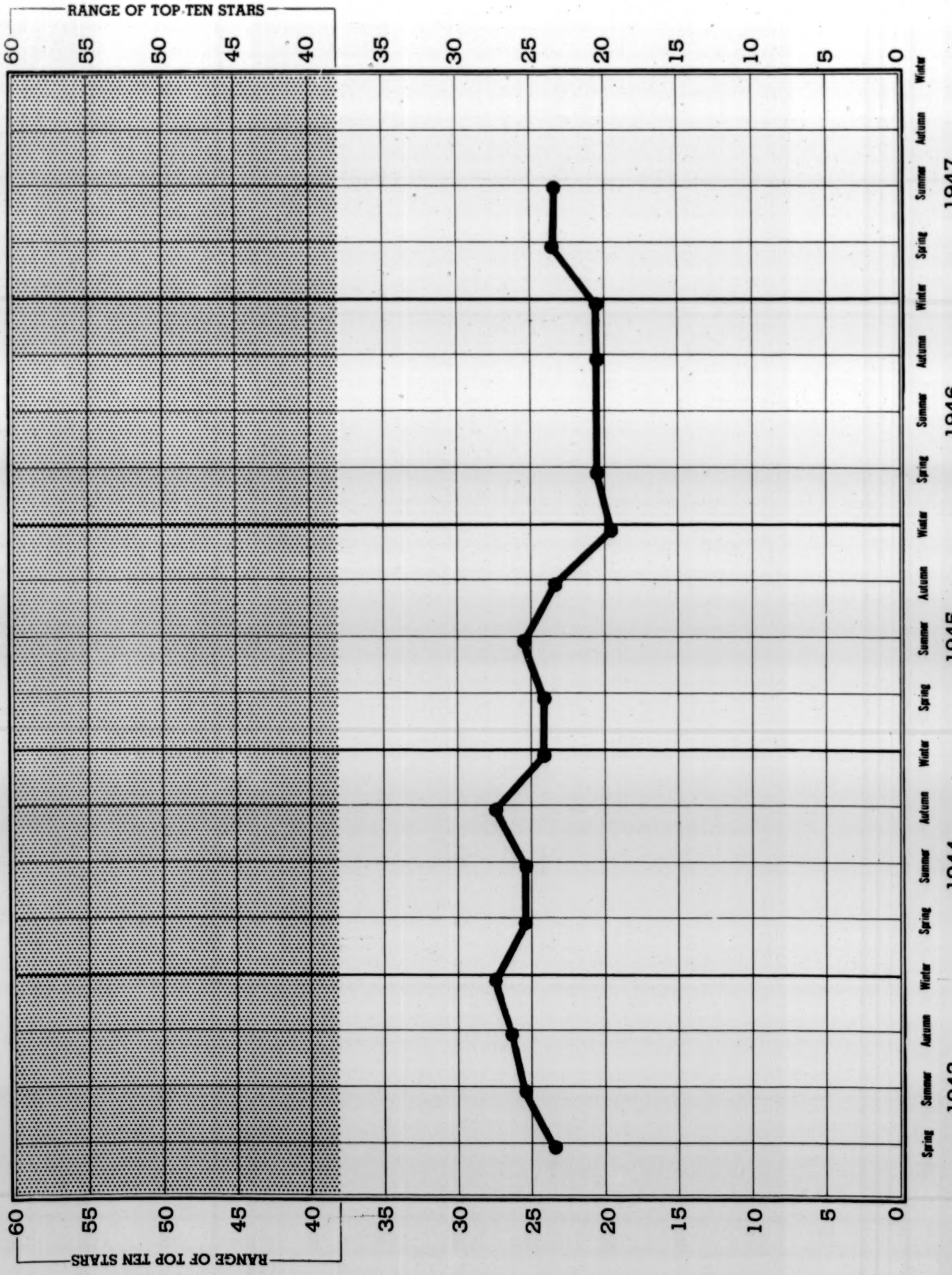
Deanna DURBIN



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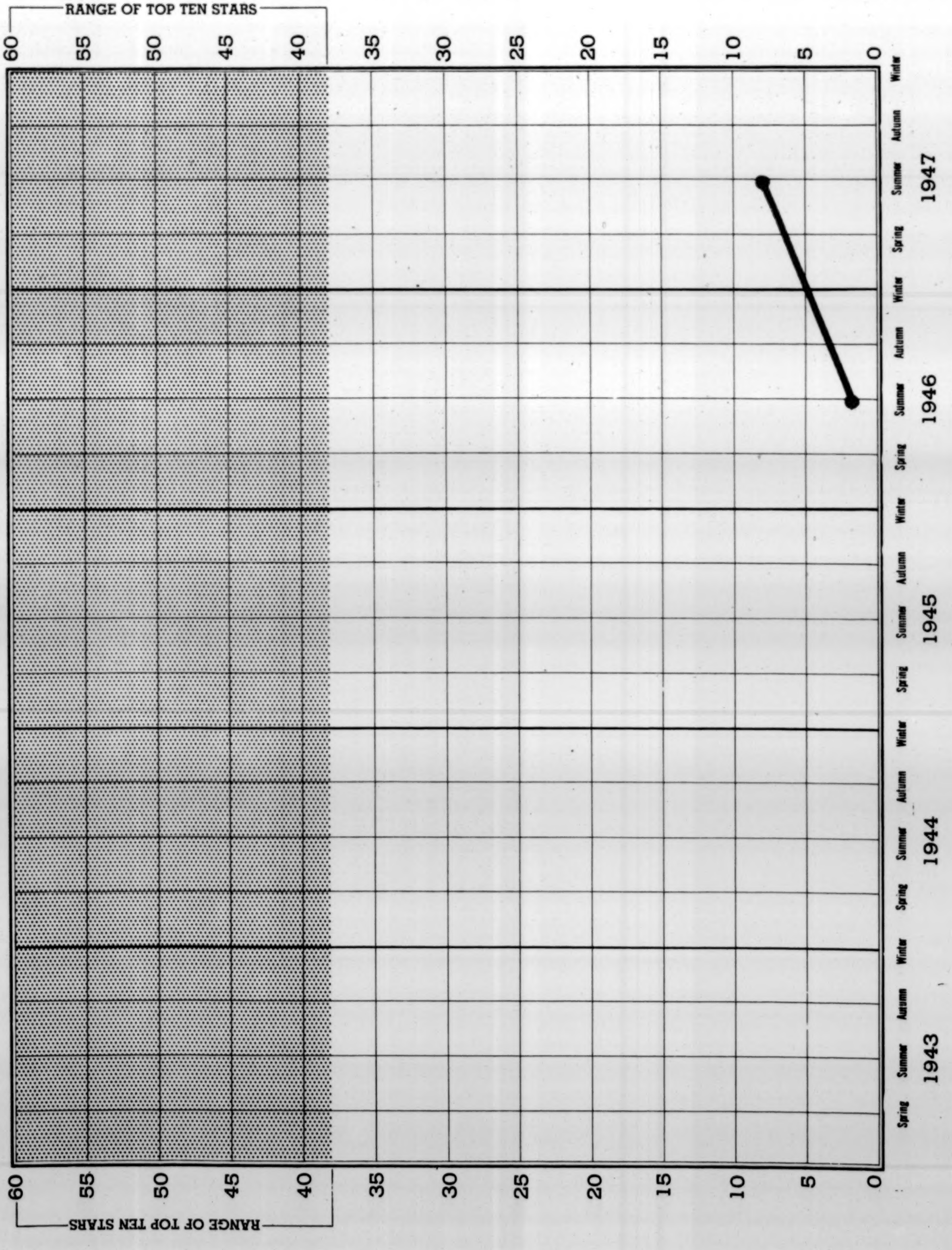
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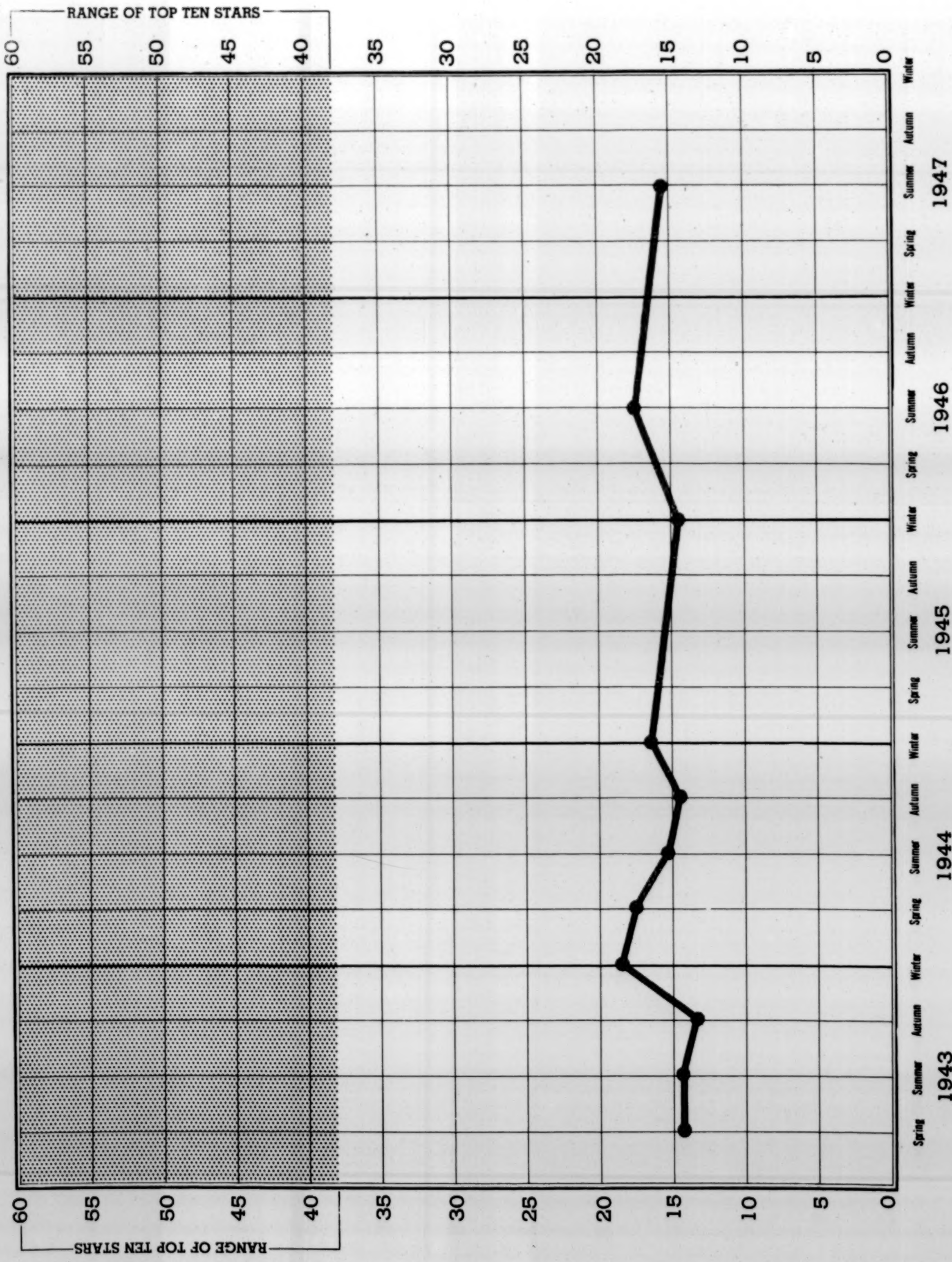
Nelson EDDY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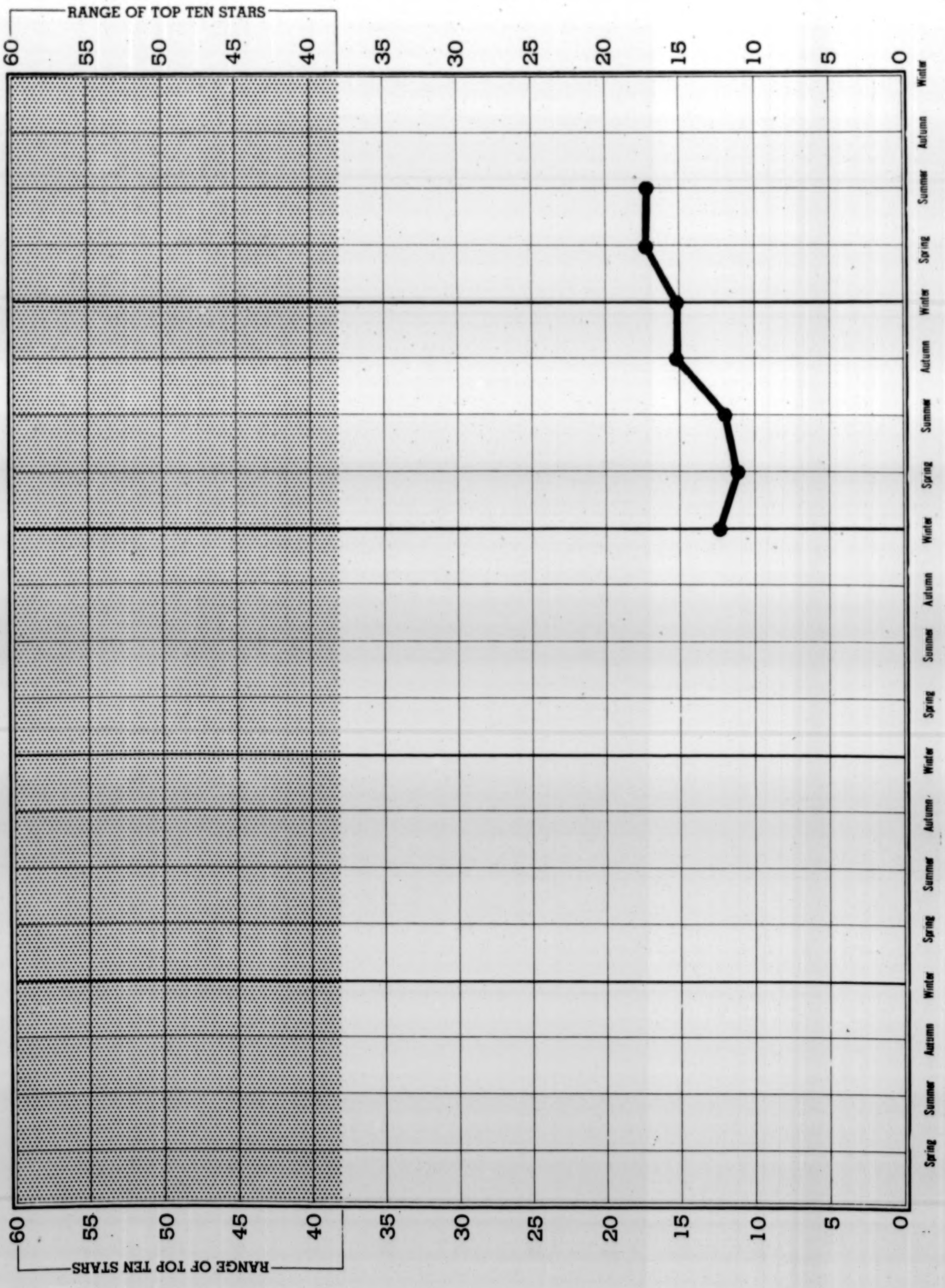
Douglas FAIRBANKS, Jr.



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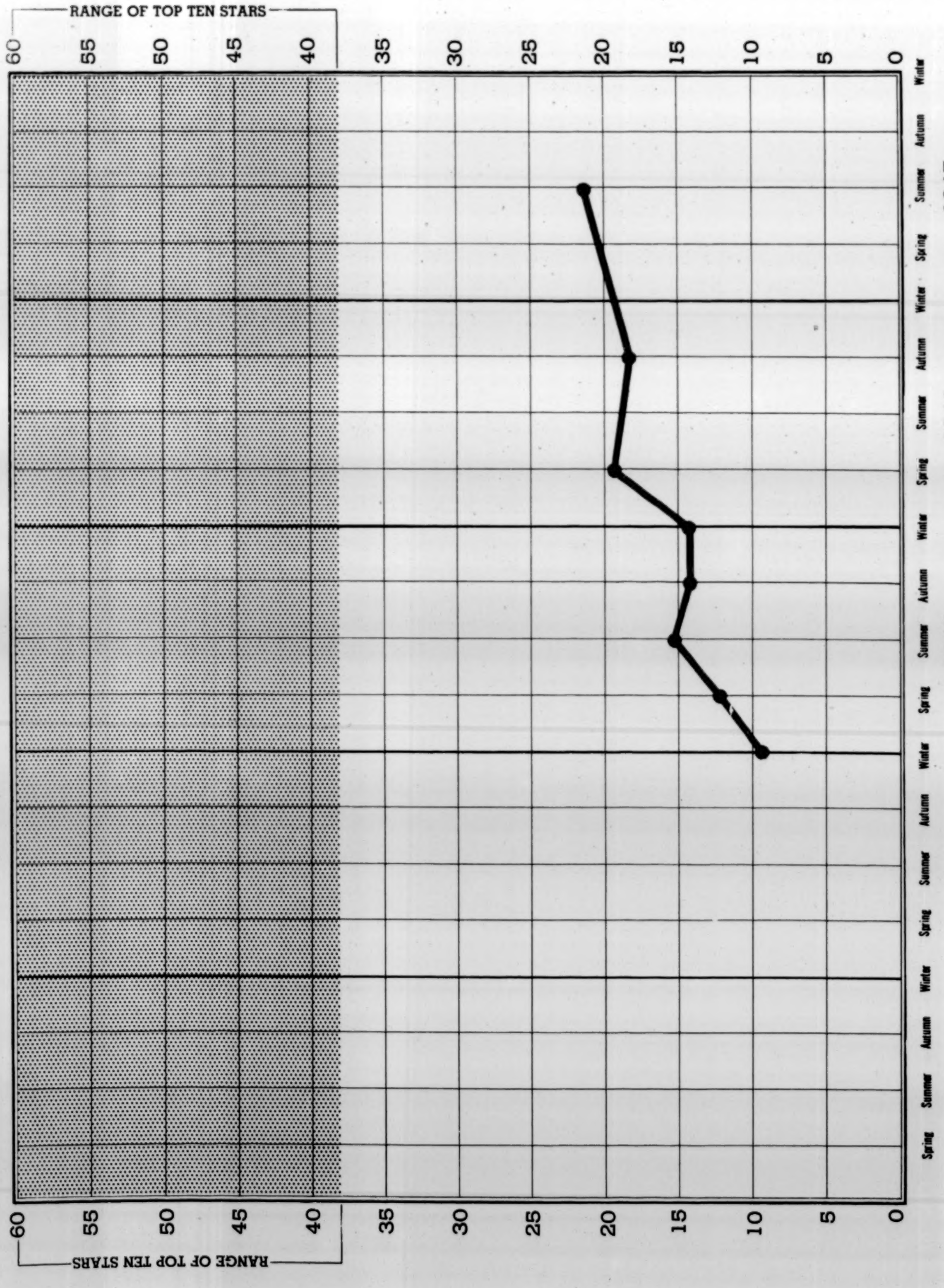
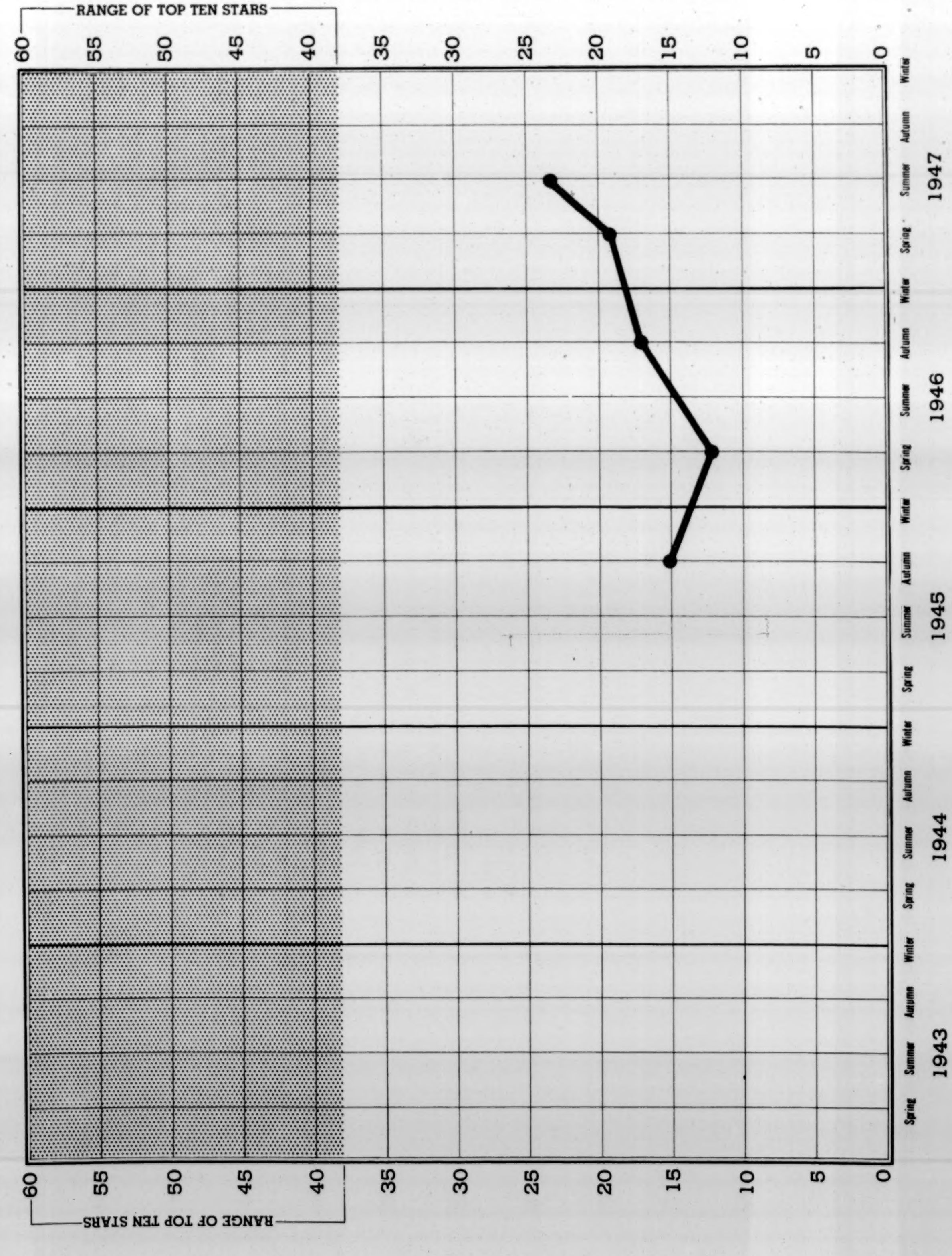


Henry FONDA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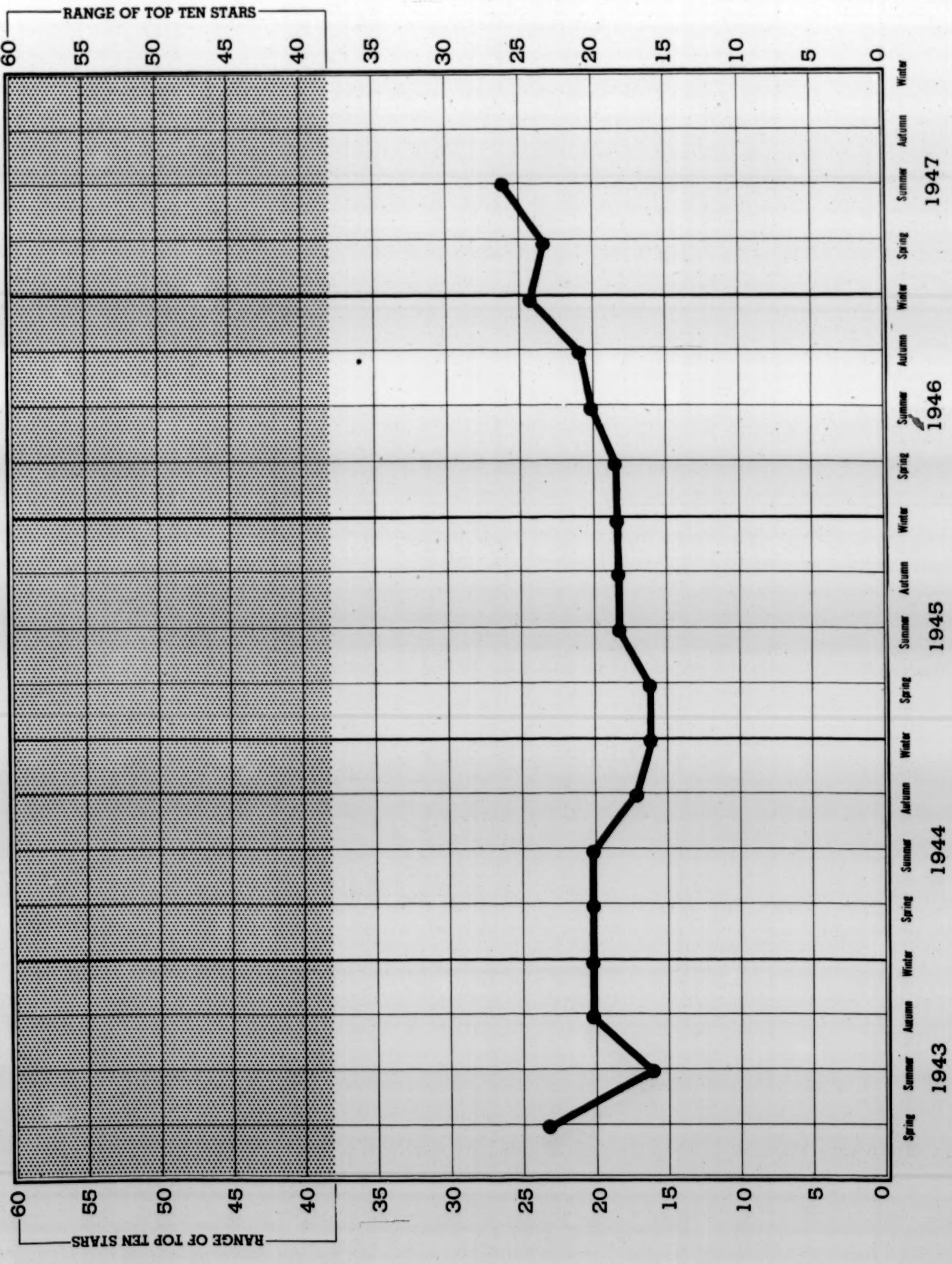
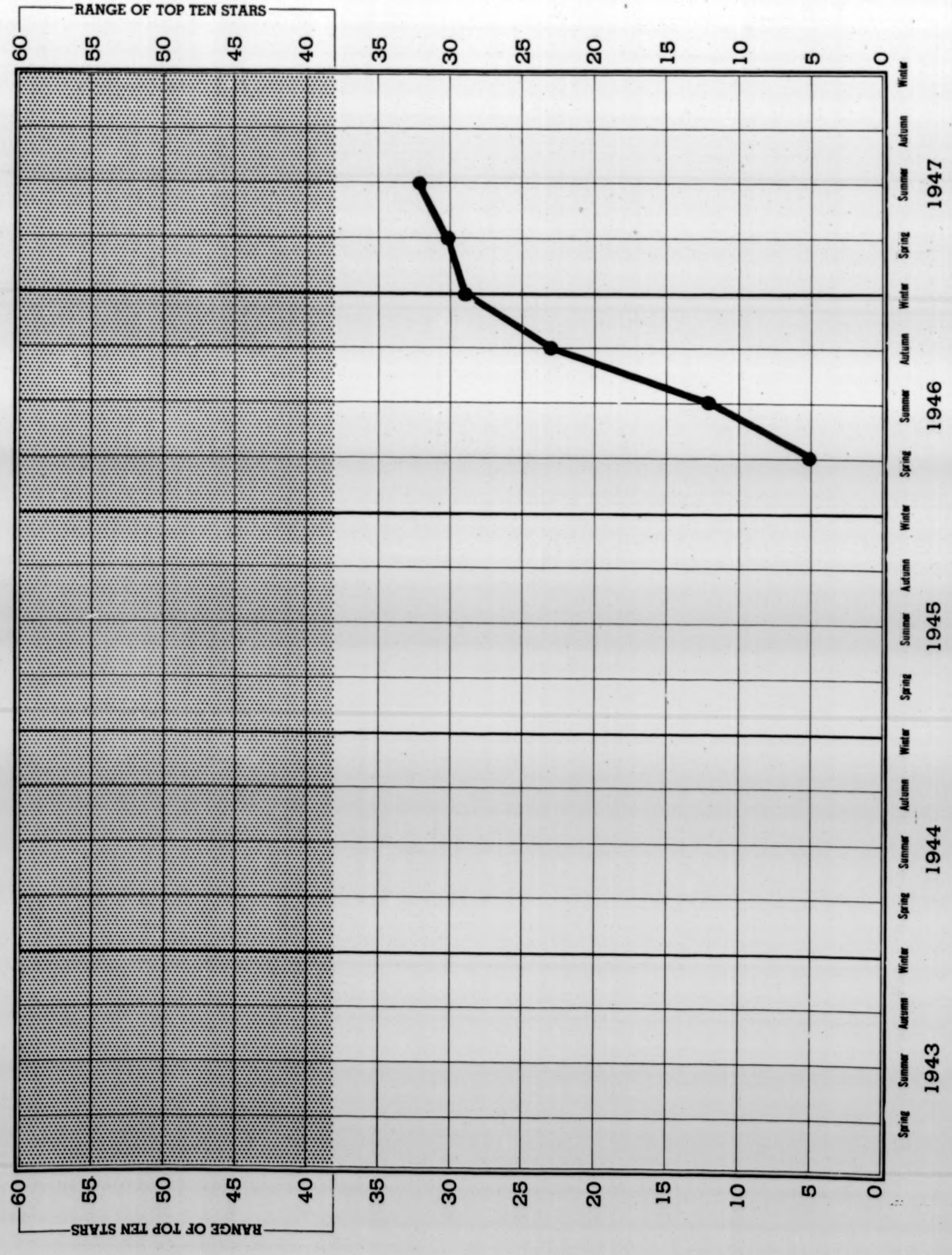
Joan FONTAINE



Glenn FORD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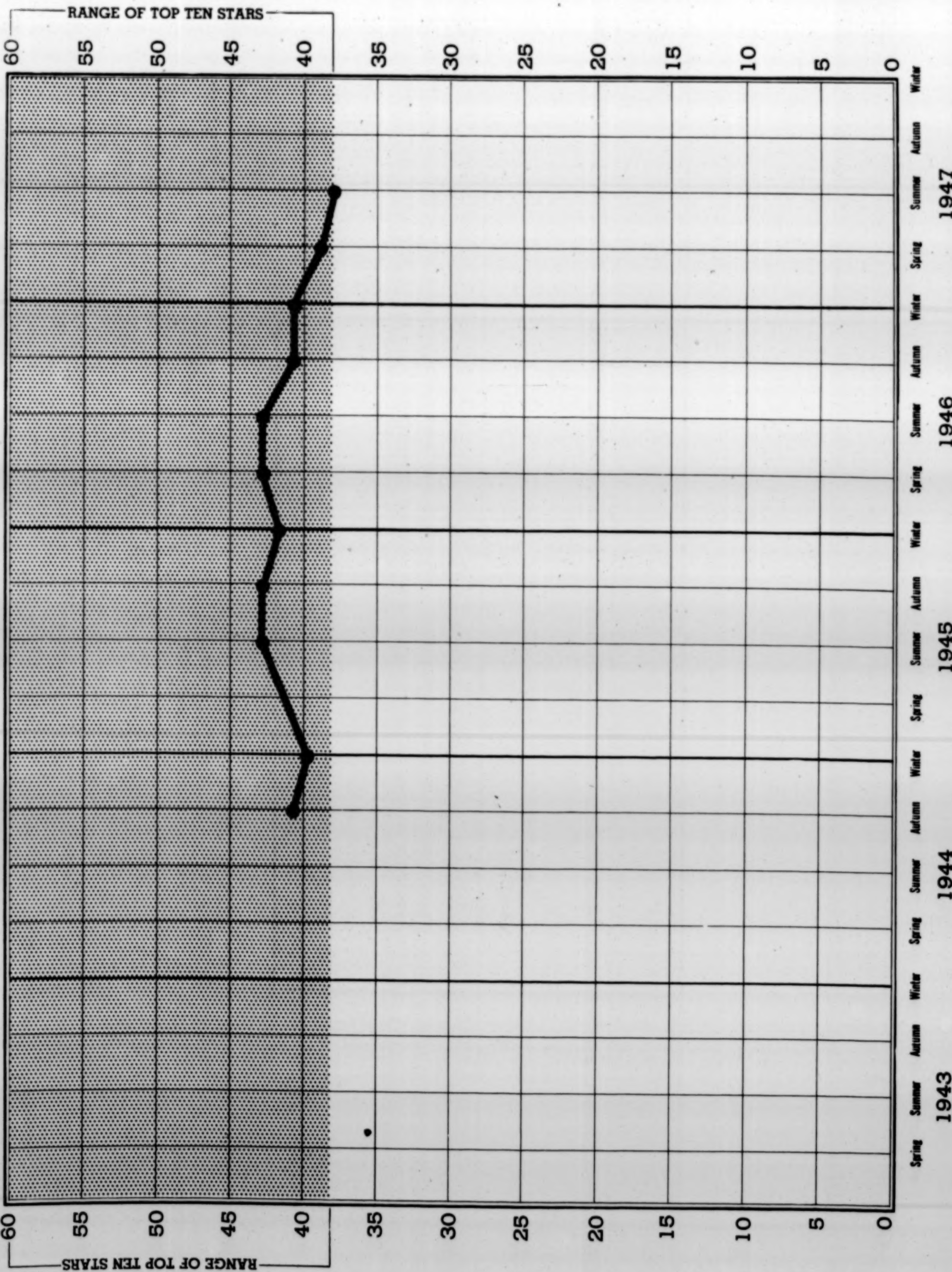
Clark GABLE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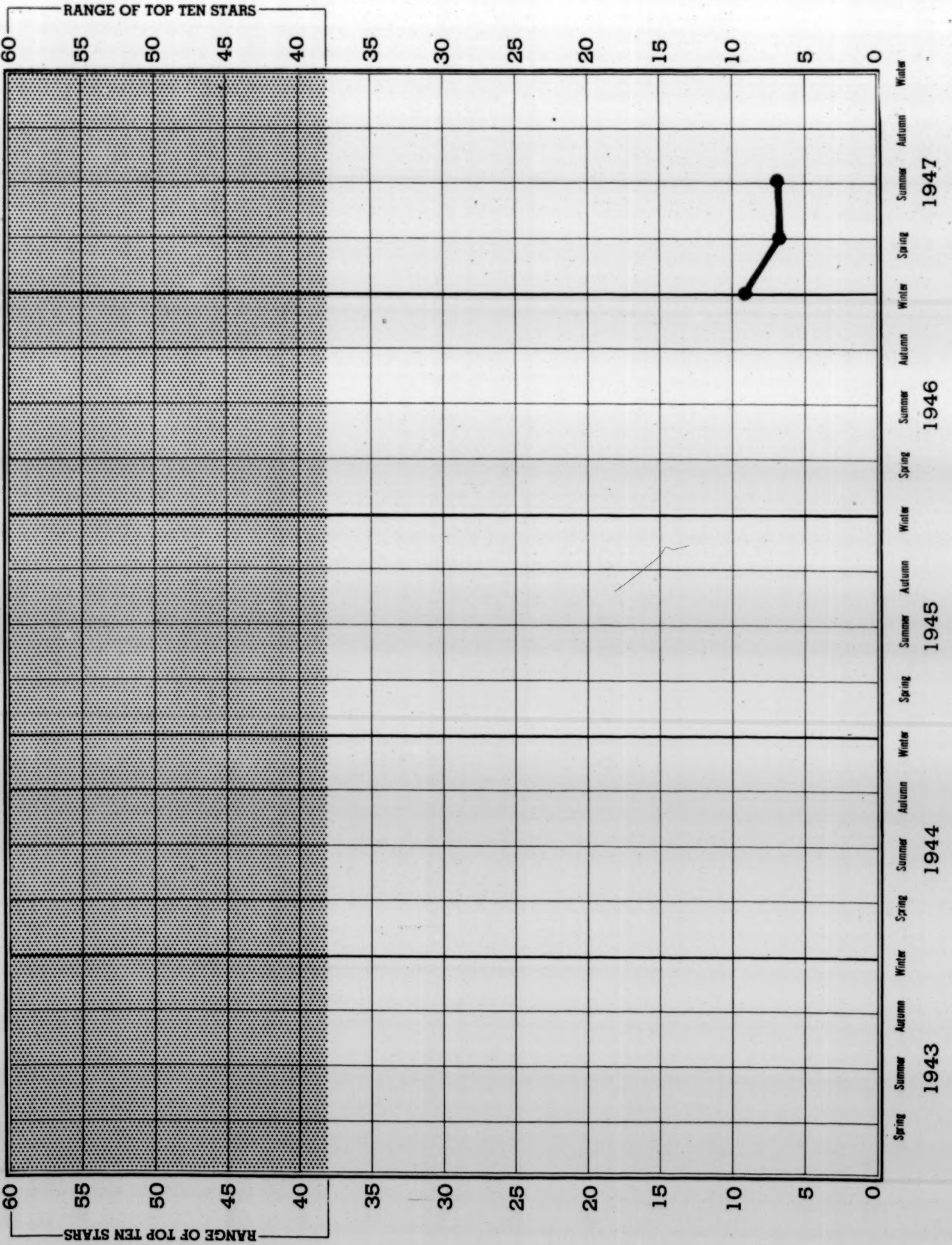
Ava GARDNER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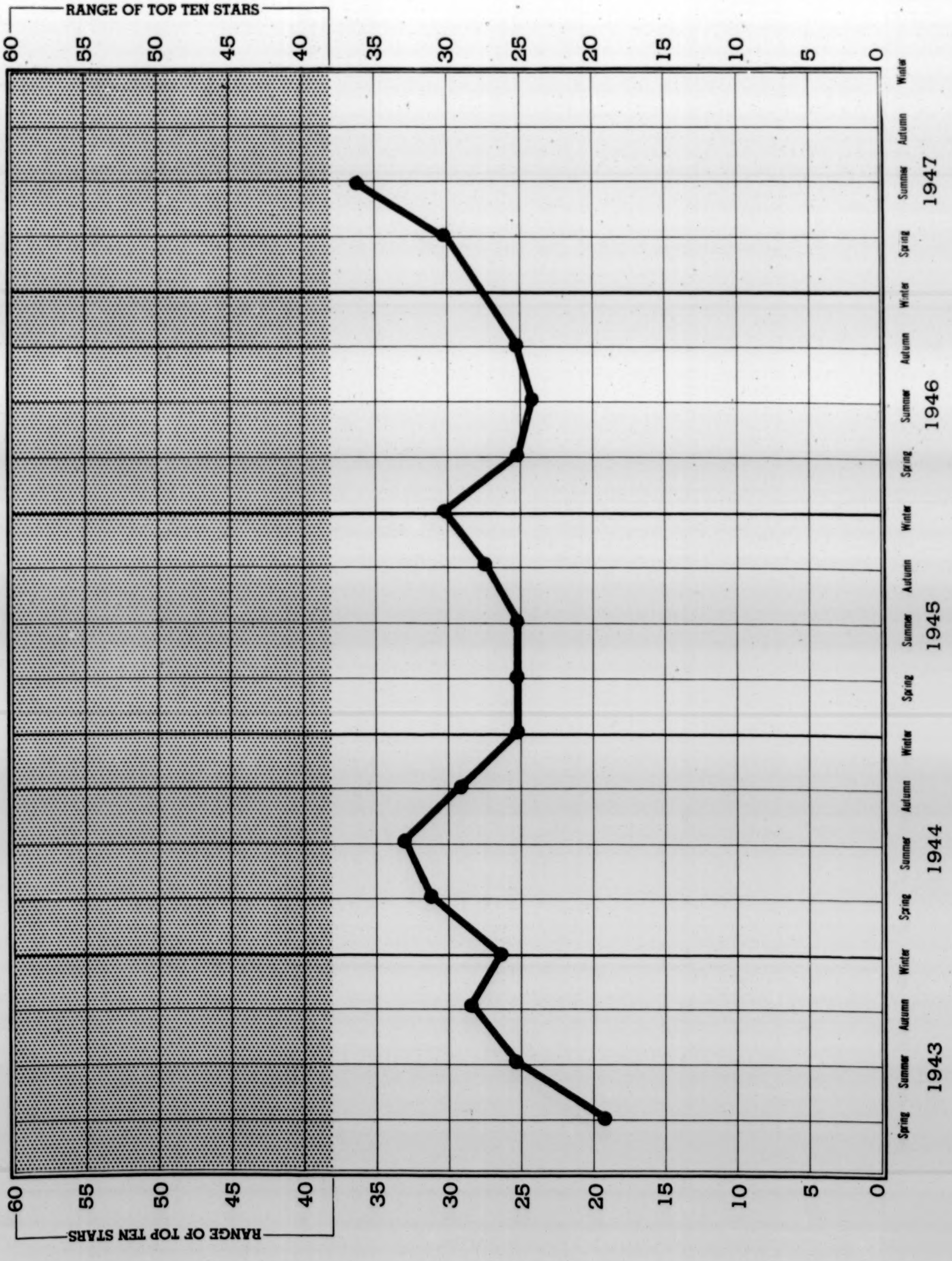
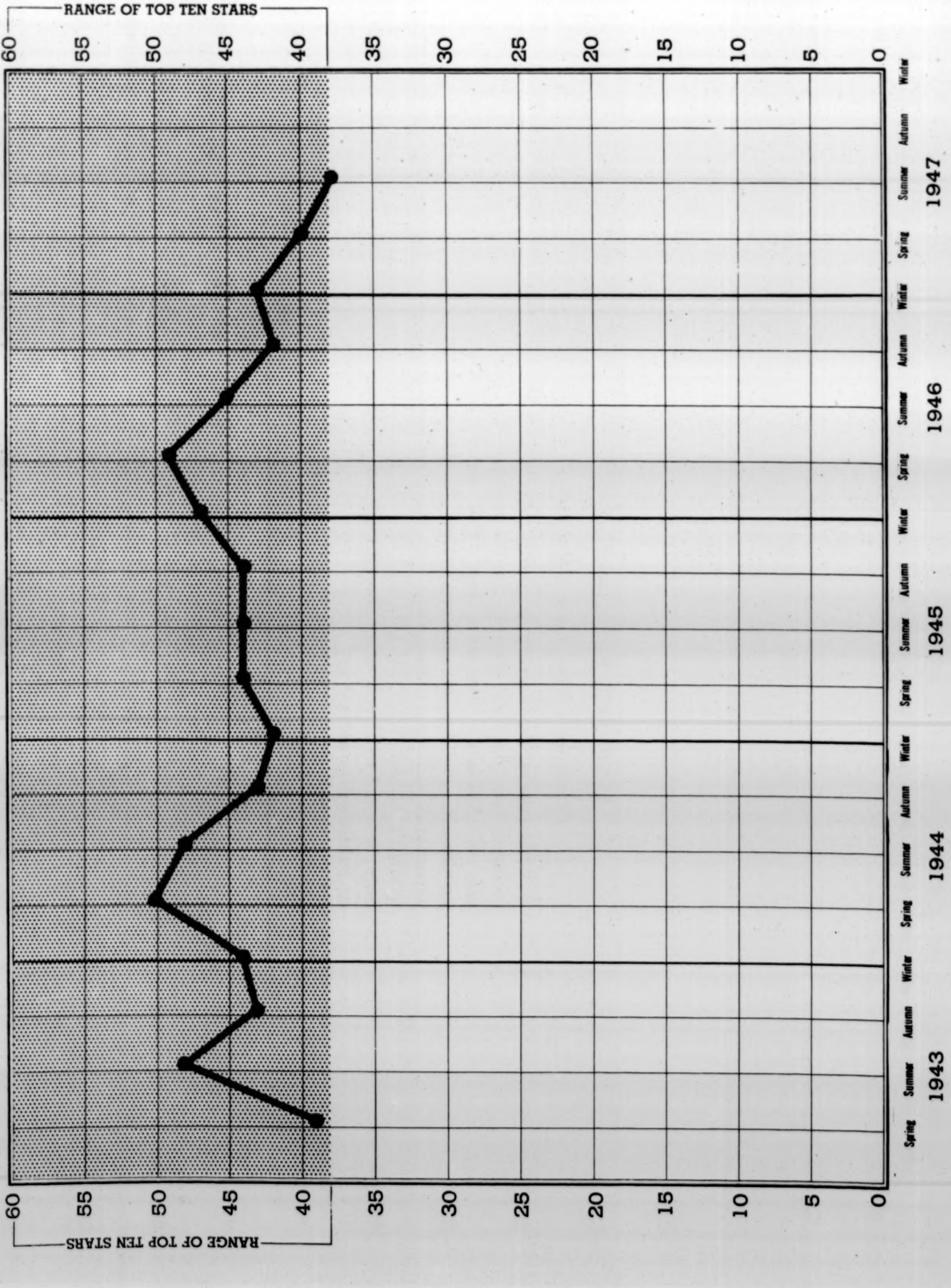
John GARFIELD



Greer GARSON



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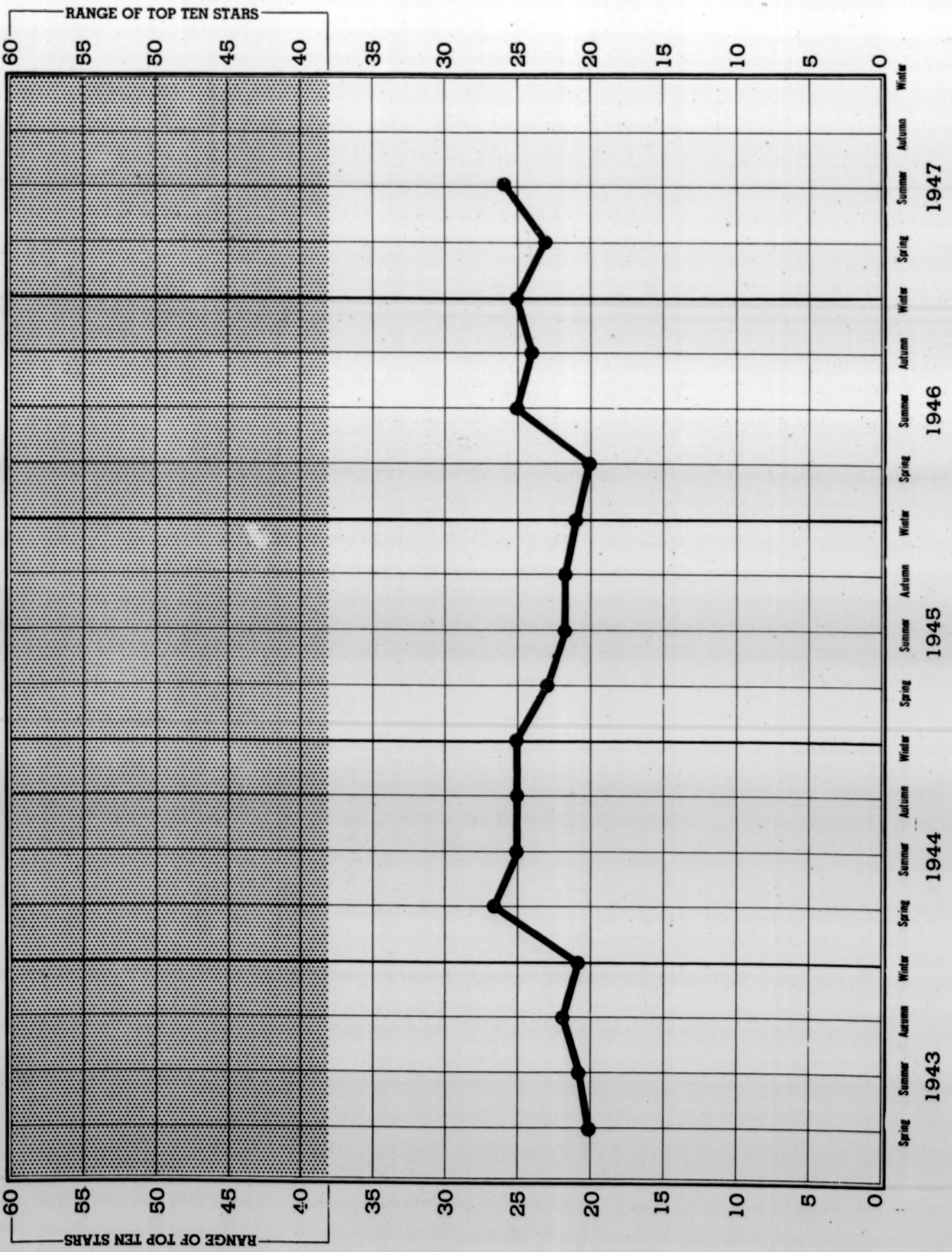
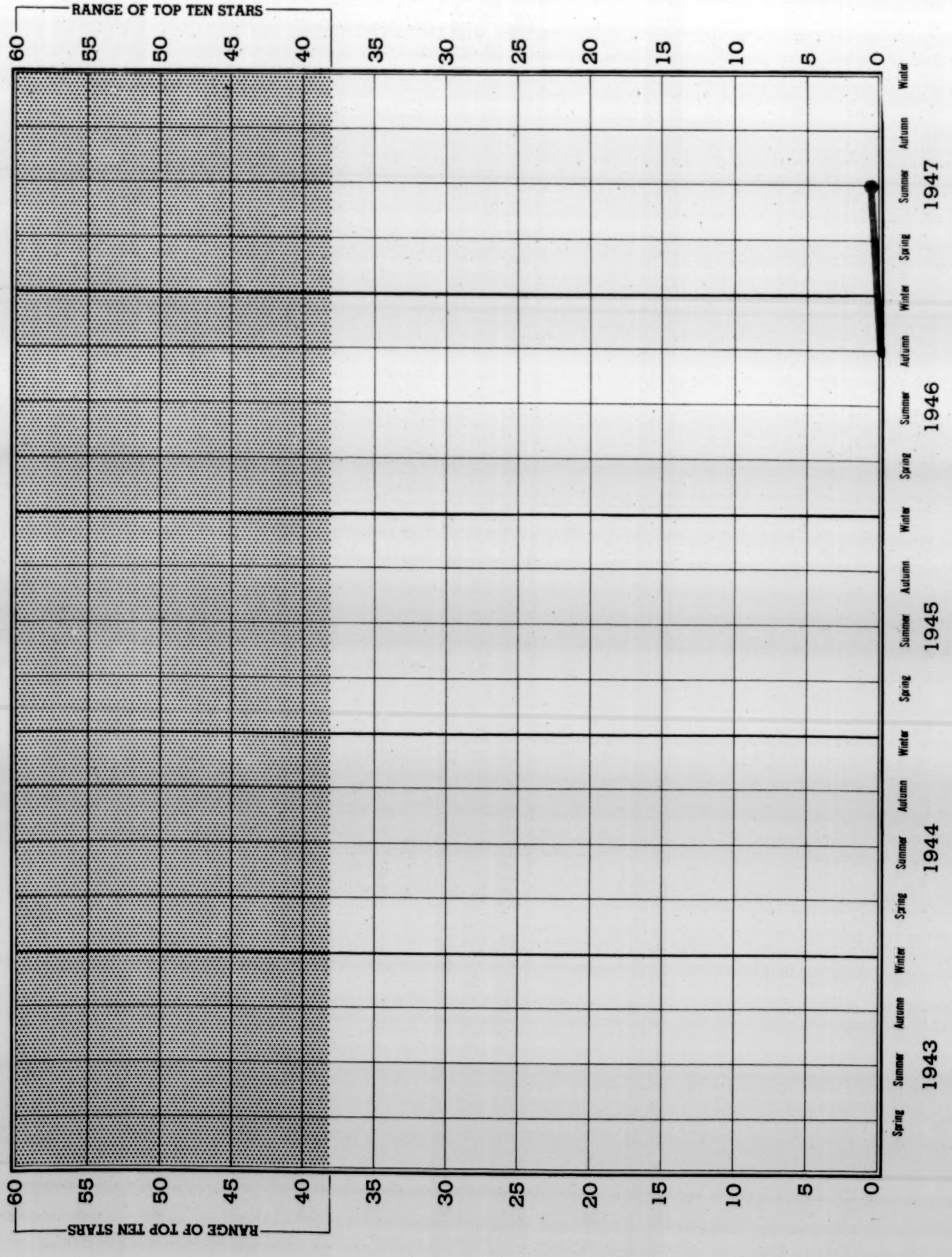
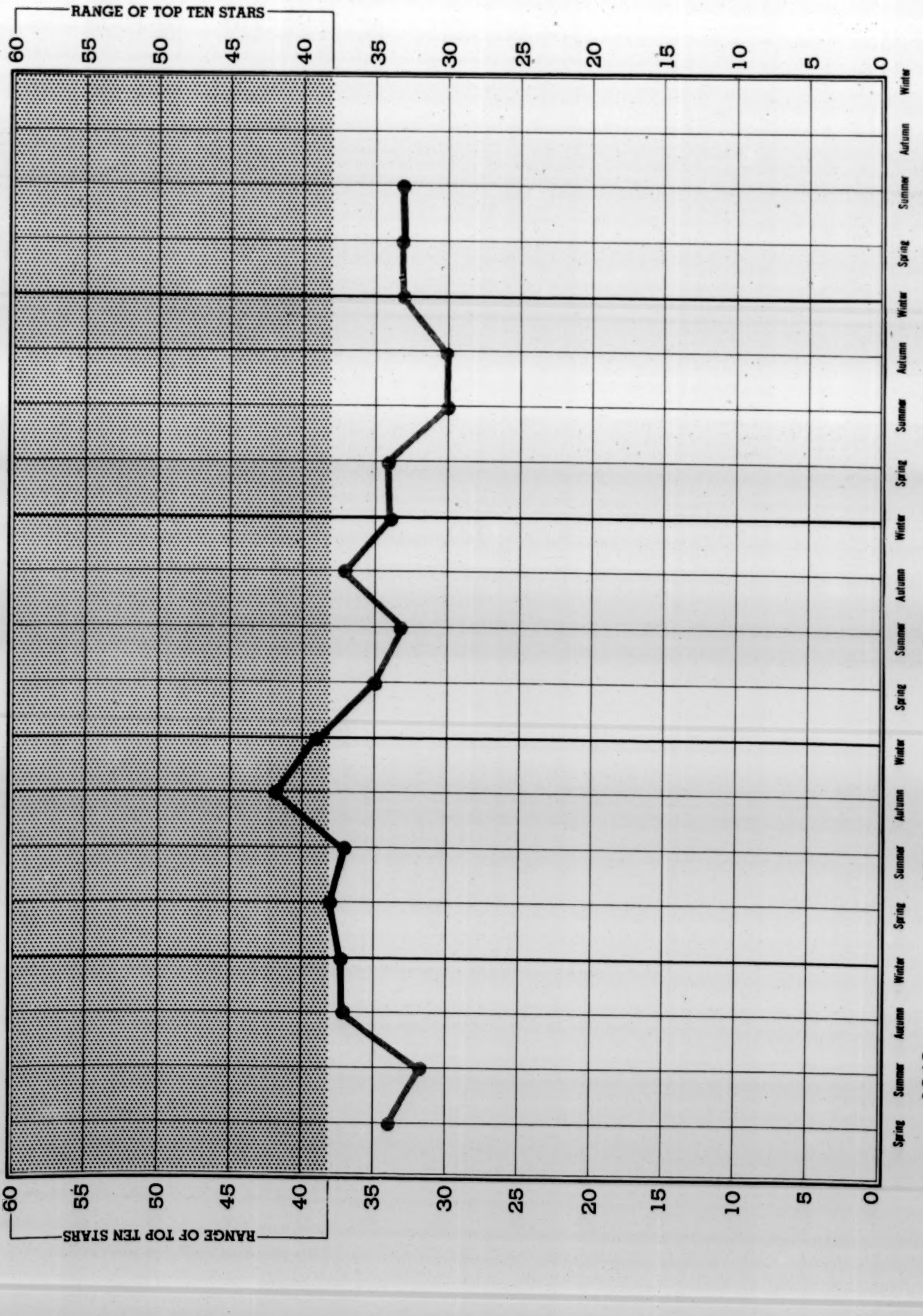


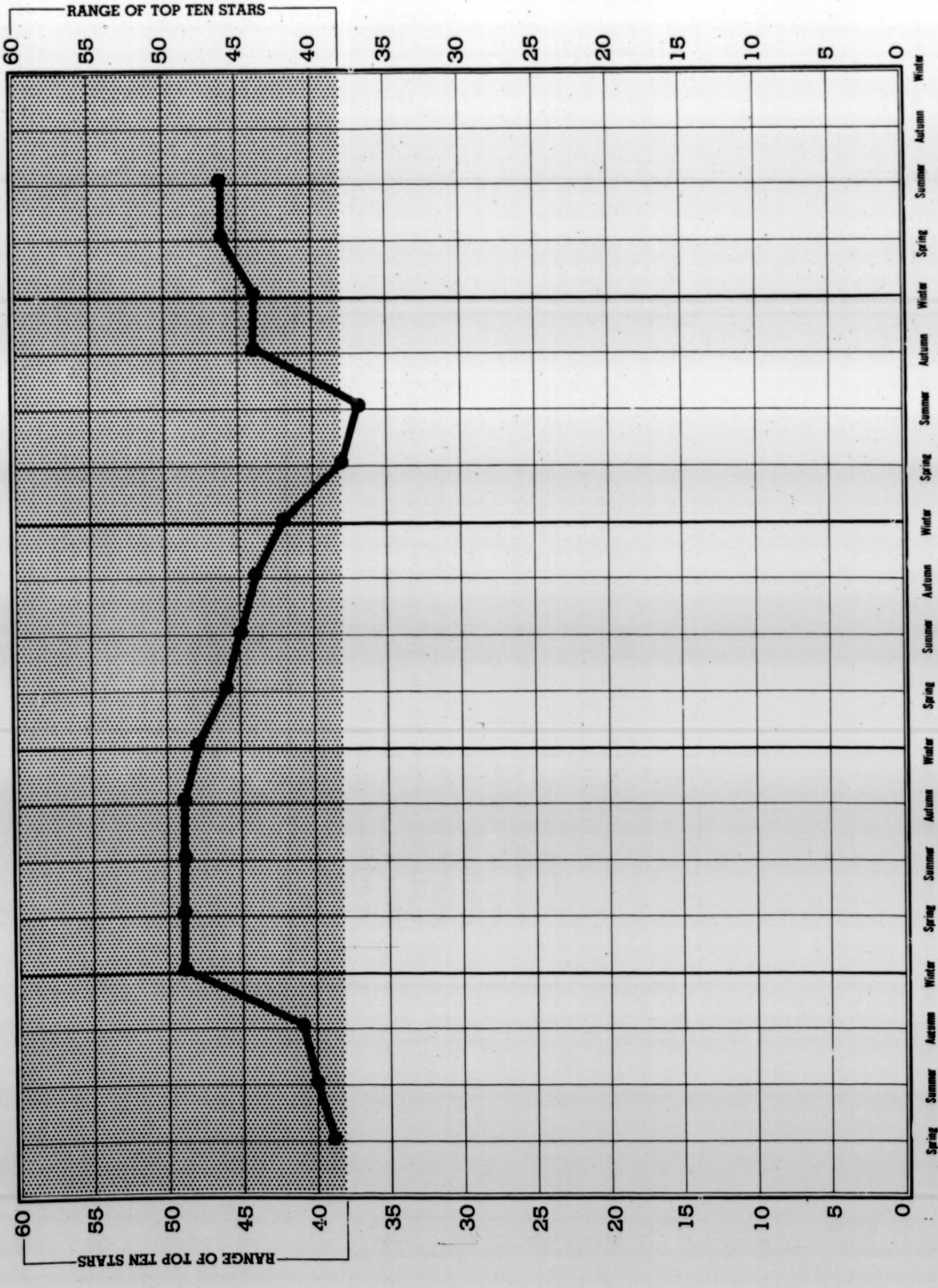
Anita GORDON



Betty GRABLE



Cary GRANT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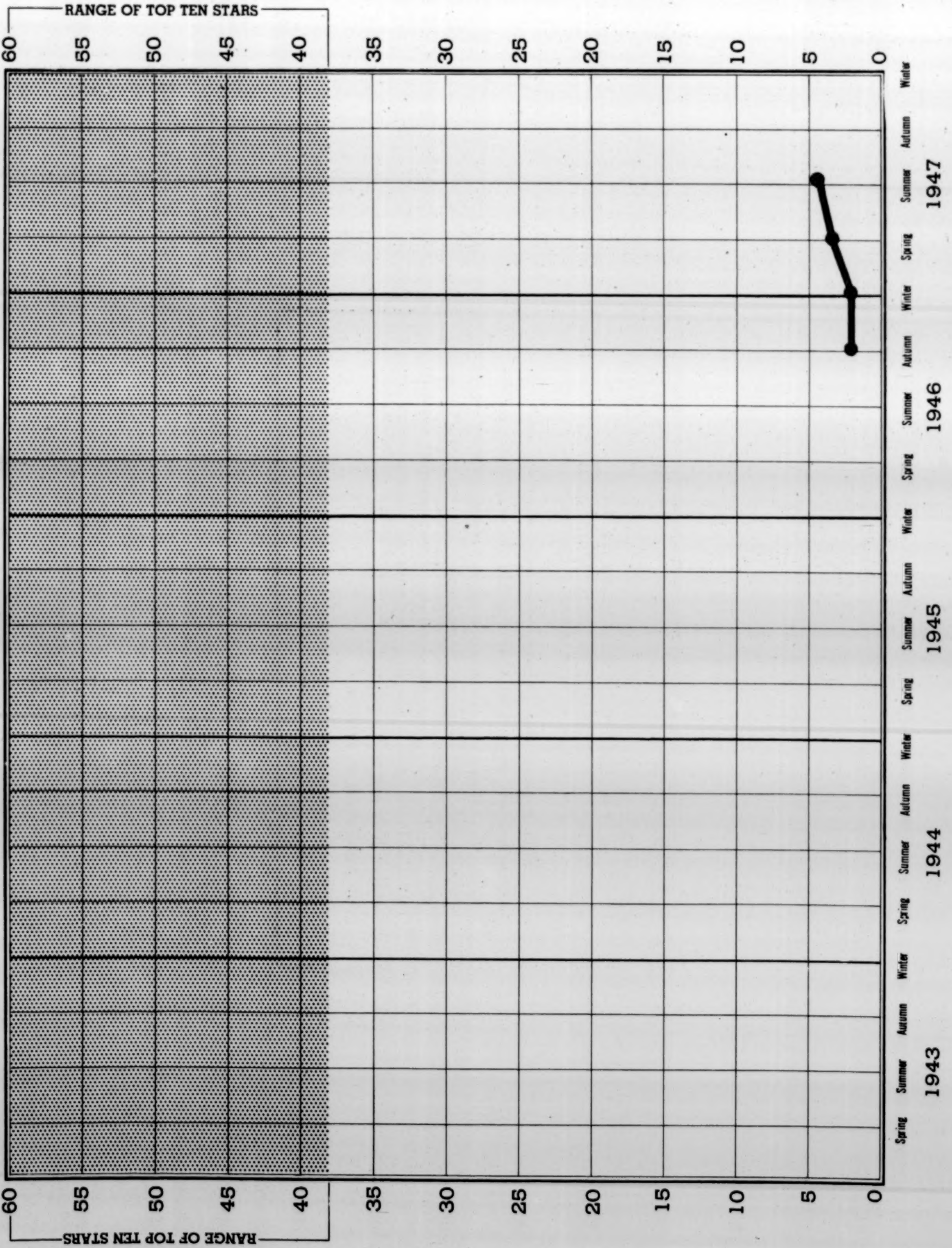
Jane GREER



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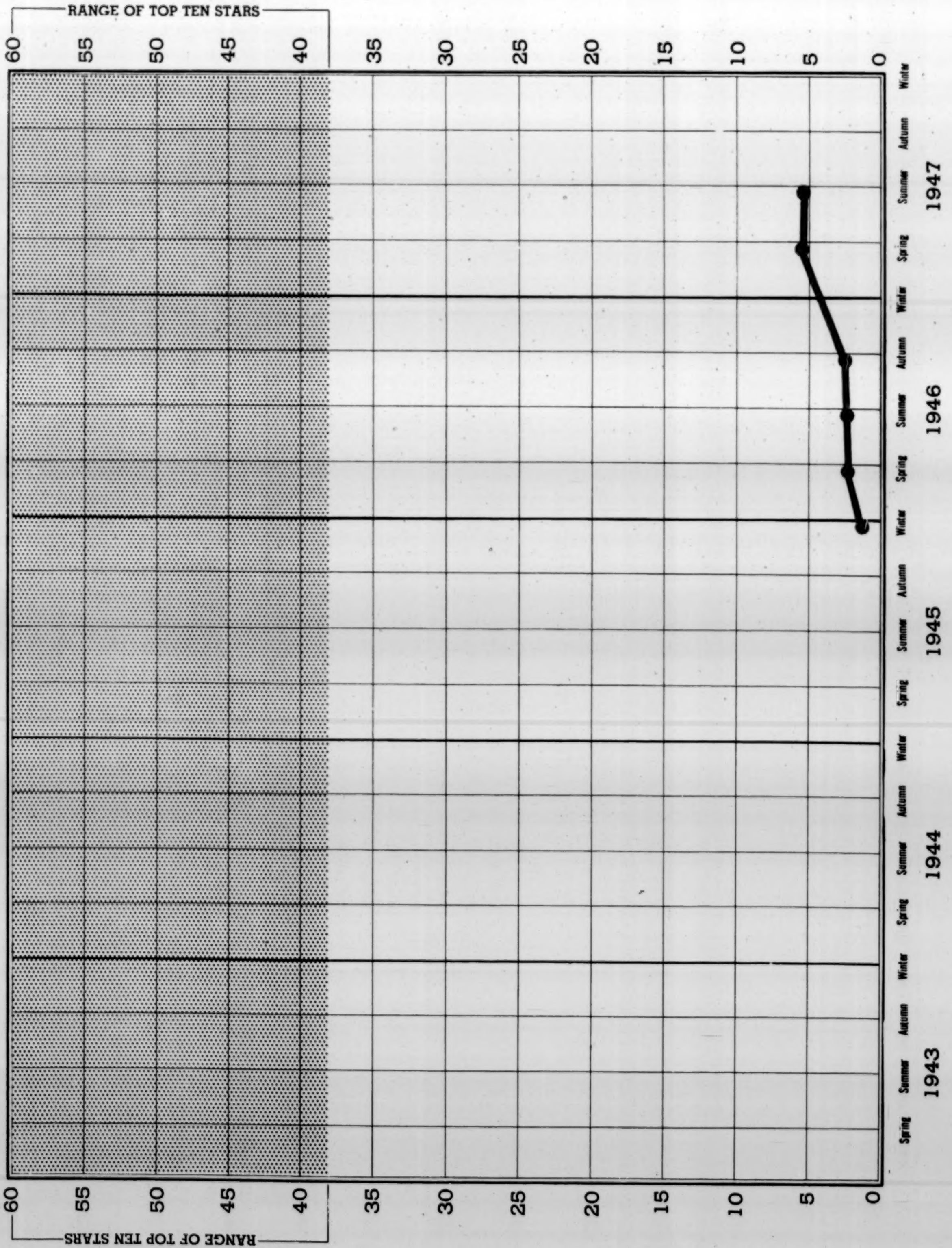
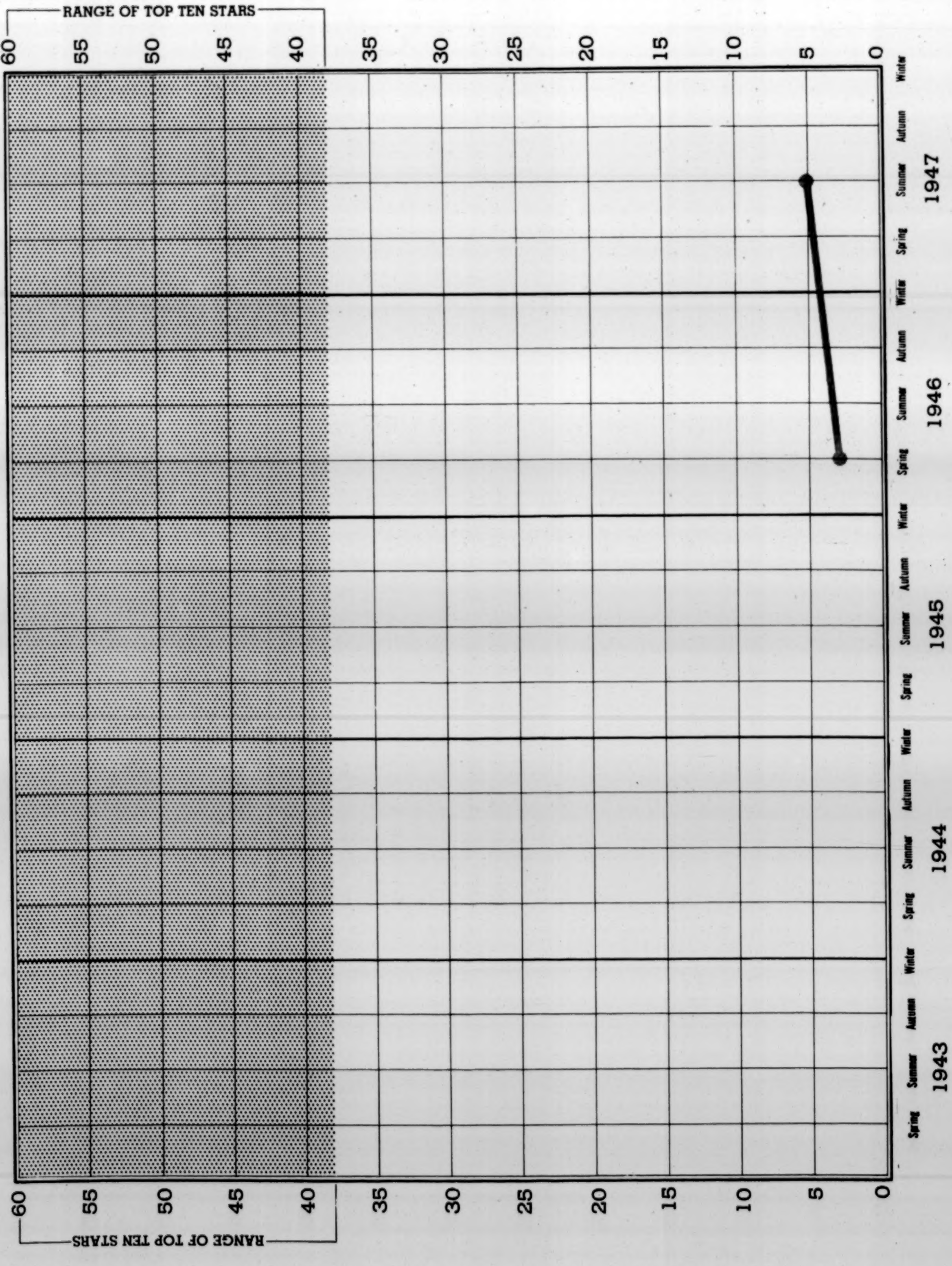
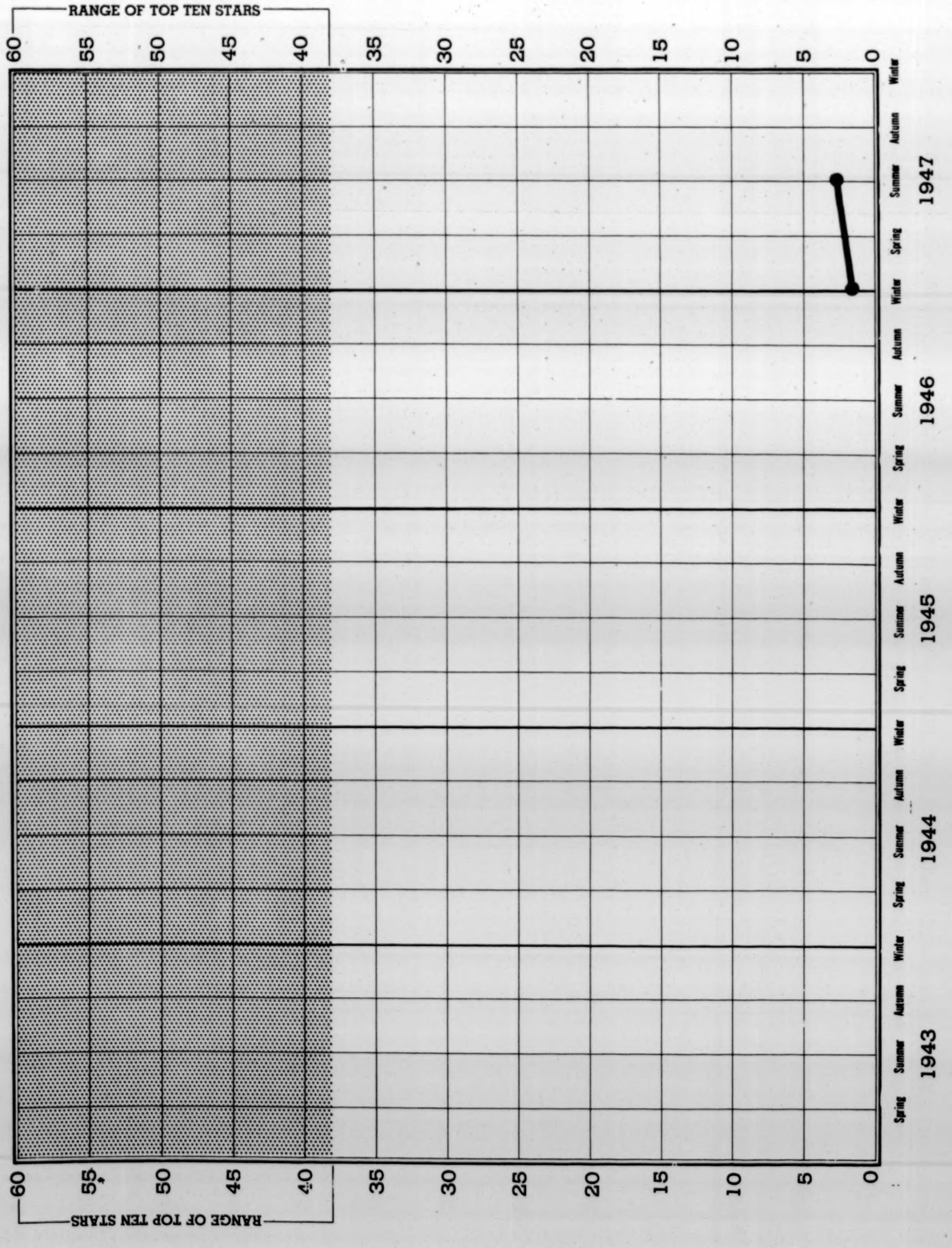
Barbara HALE



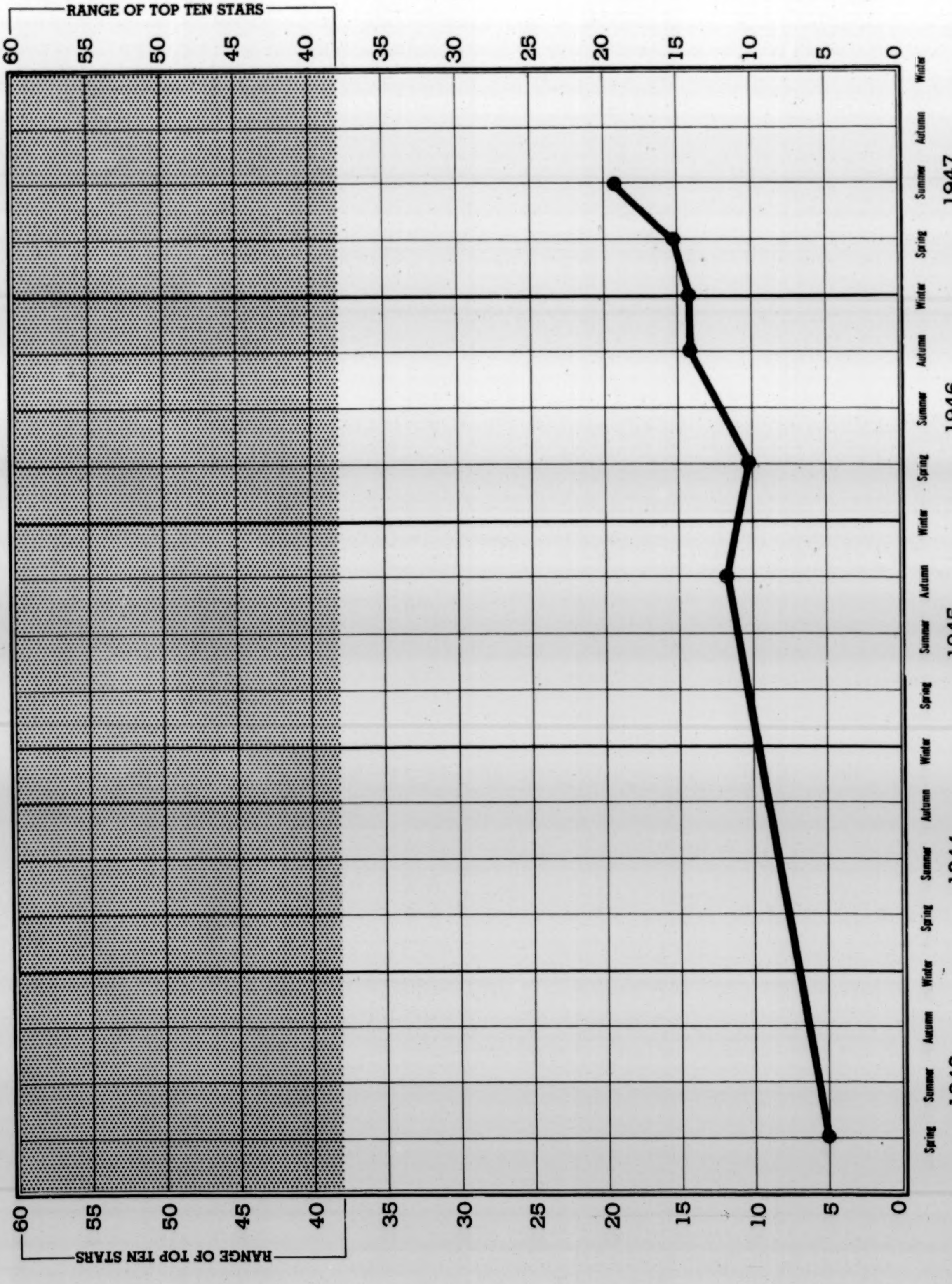
Sir Cedric HARDWICKE



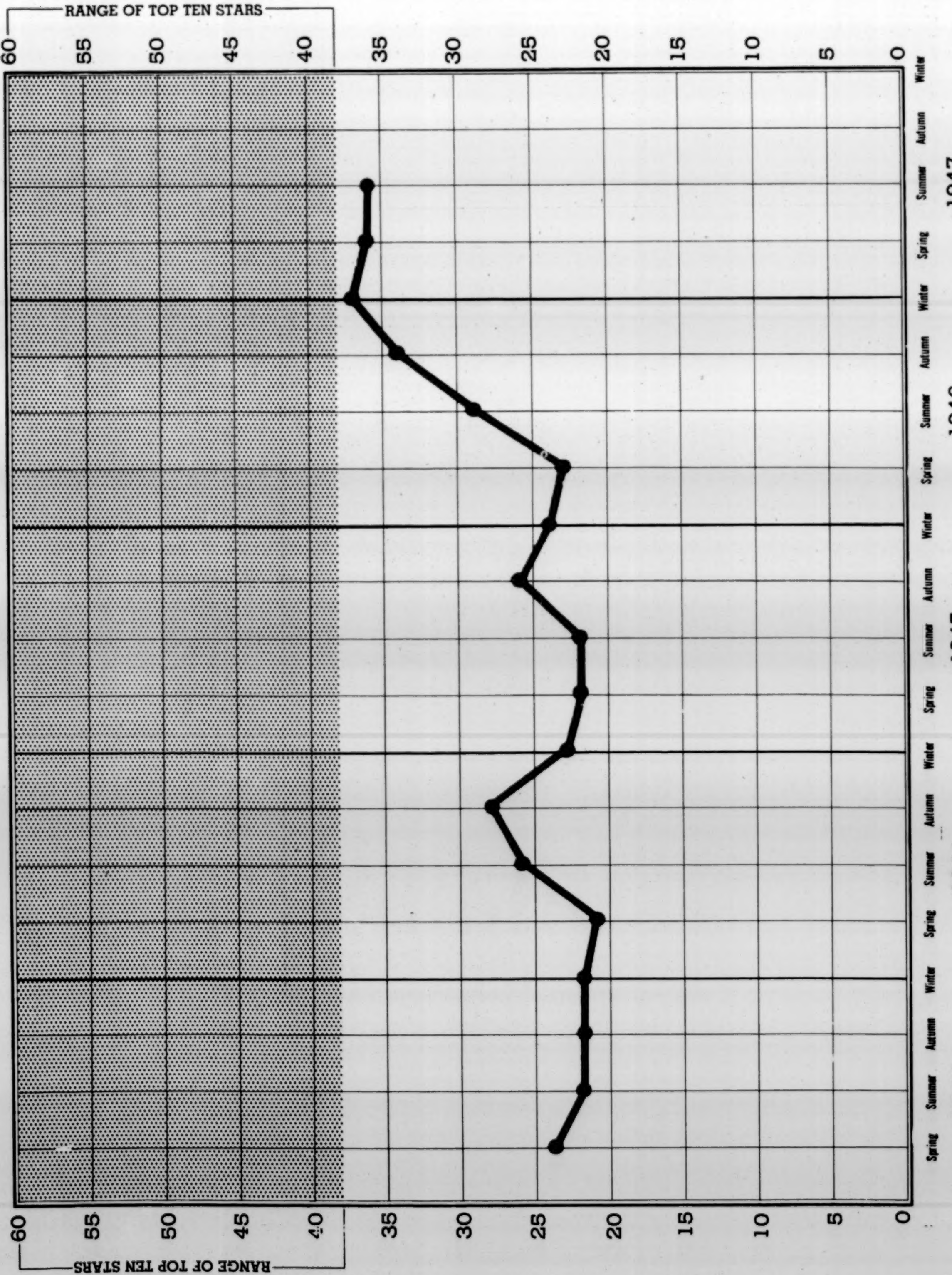
Peter Lind HAYES



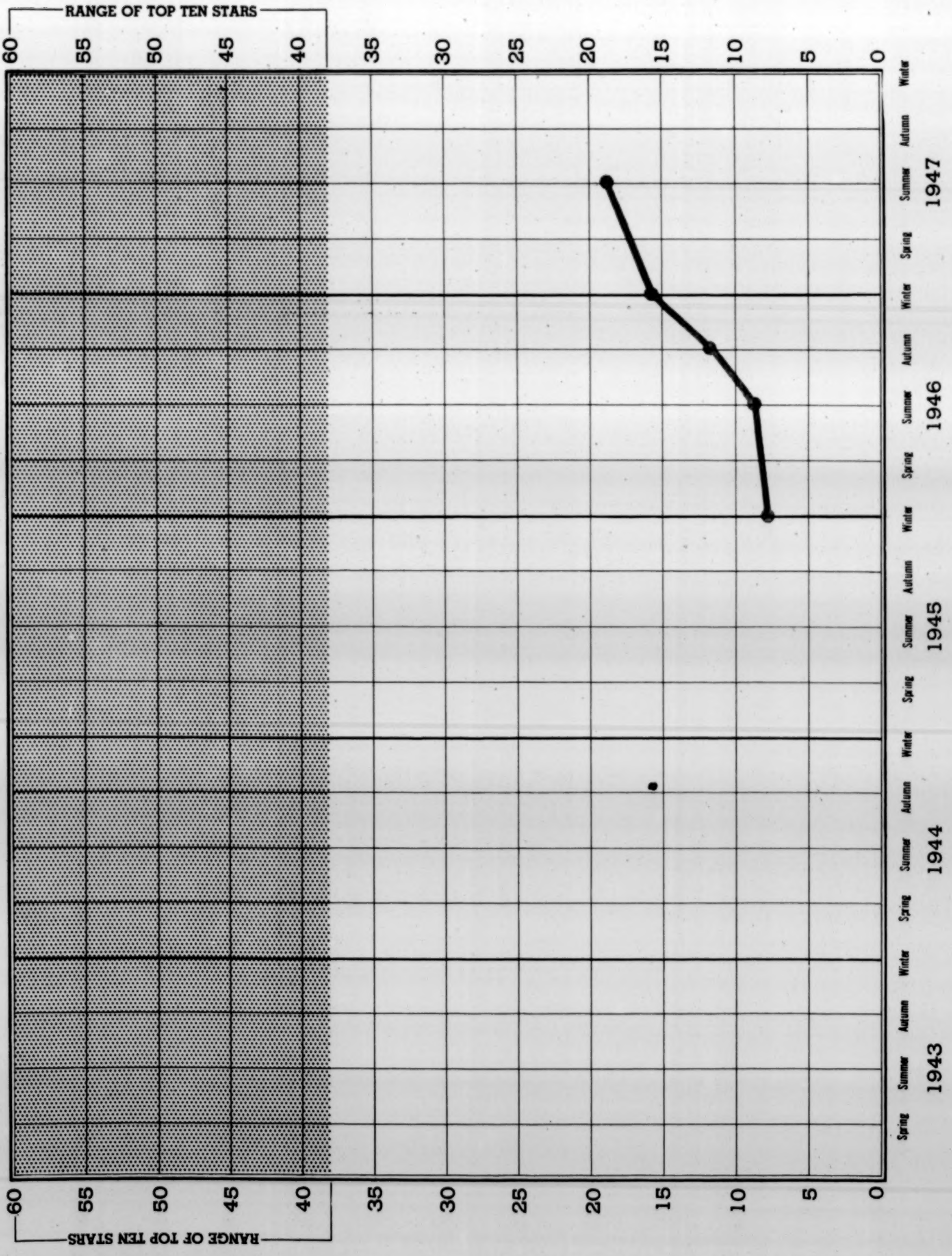
Susan HAYWARD



Rita HAYWORTH



Van HEFLIN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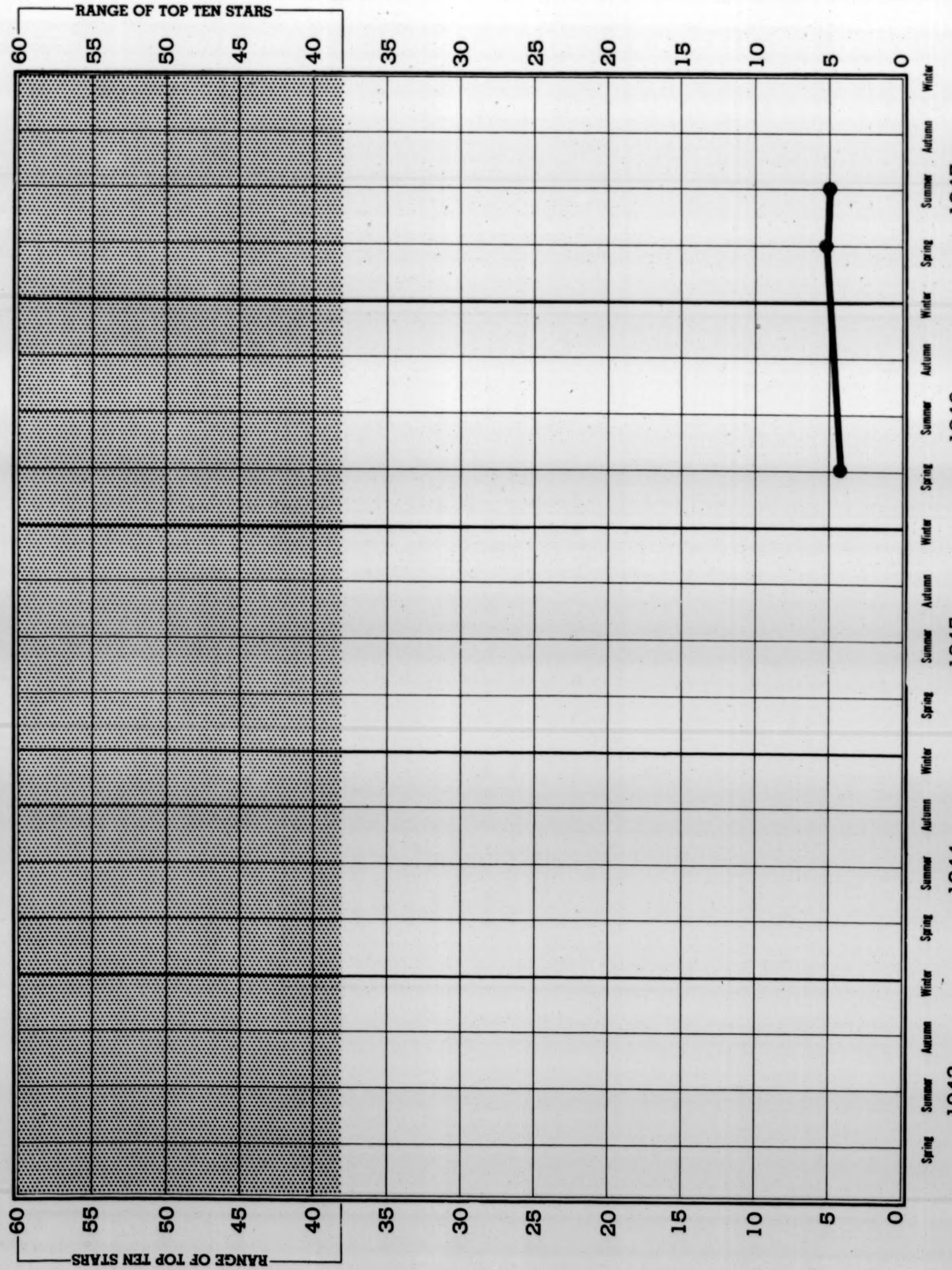
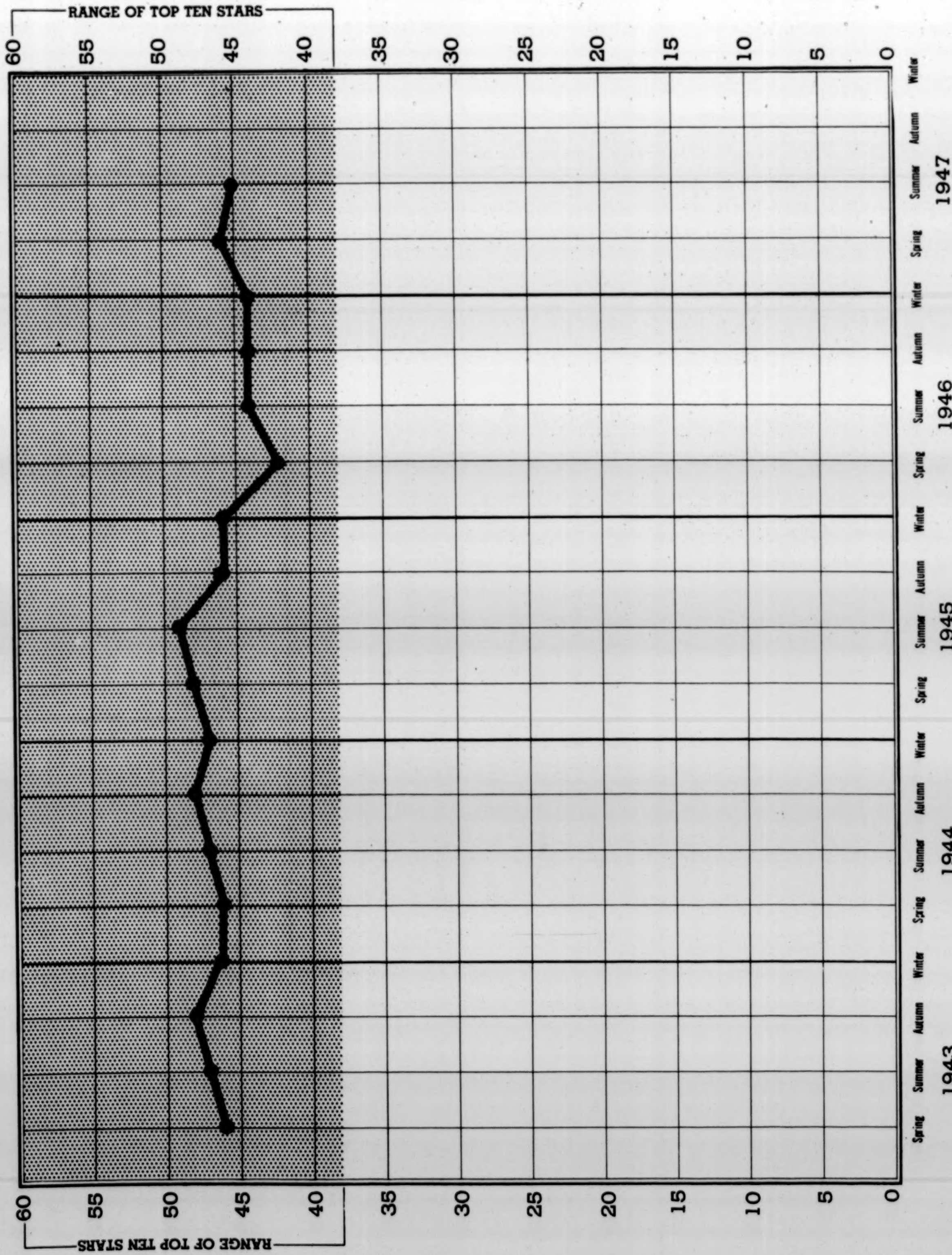
William HOLDEN



Bob HOPE



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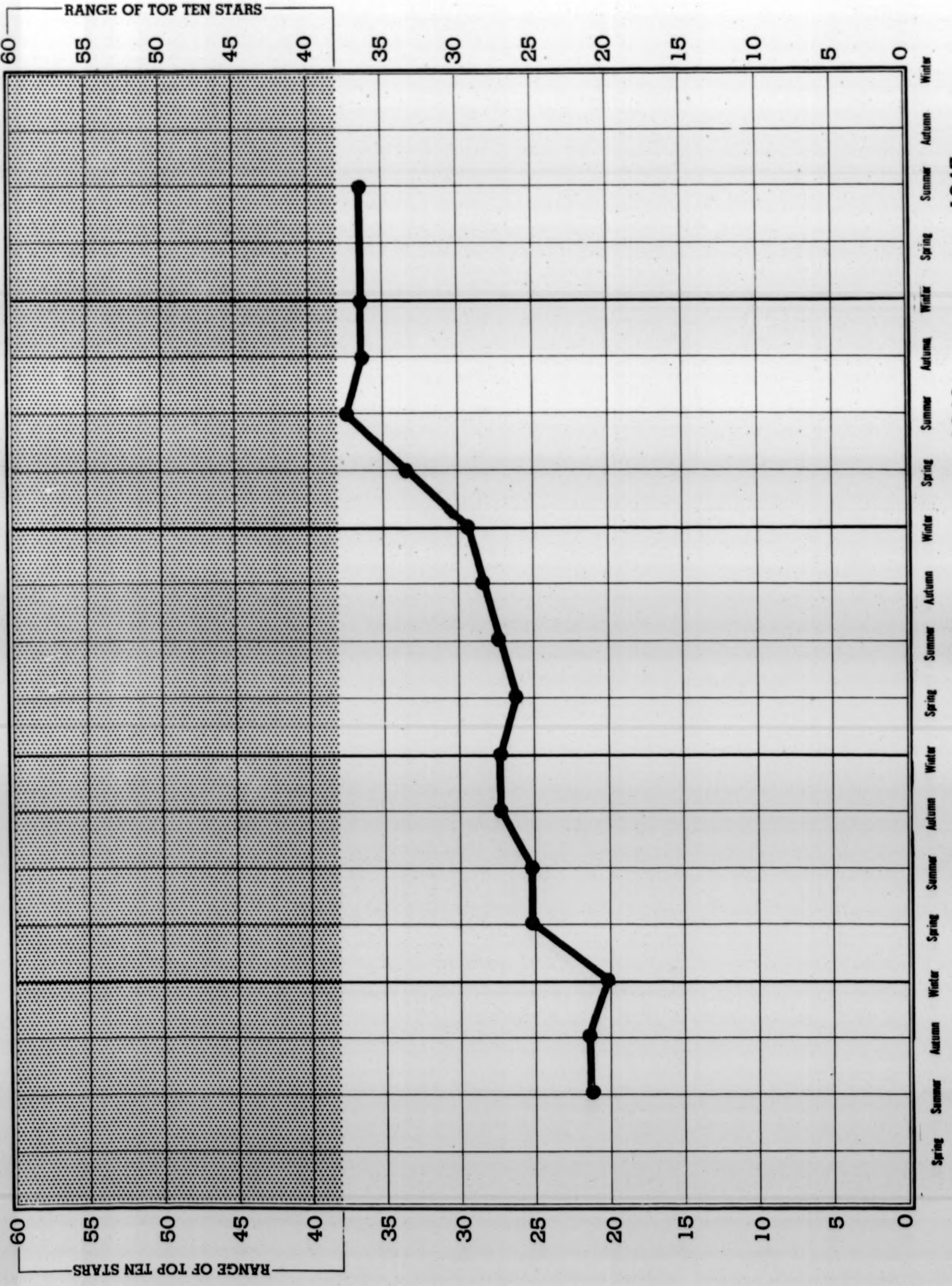
Betty HUTTON



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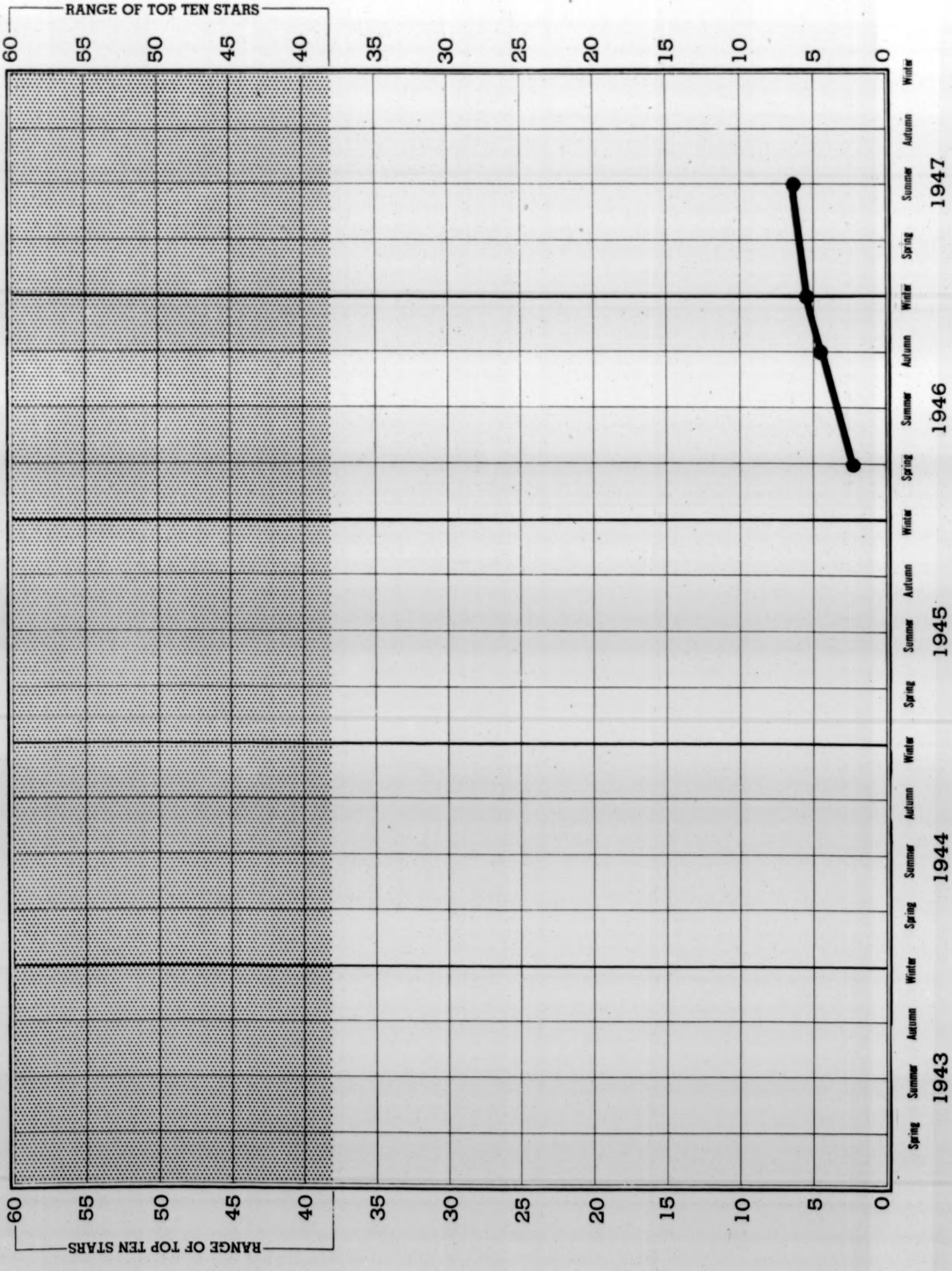

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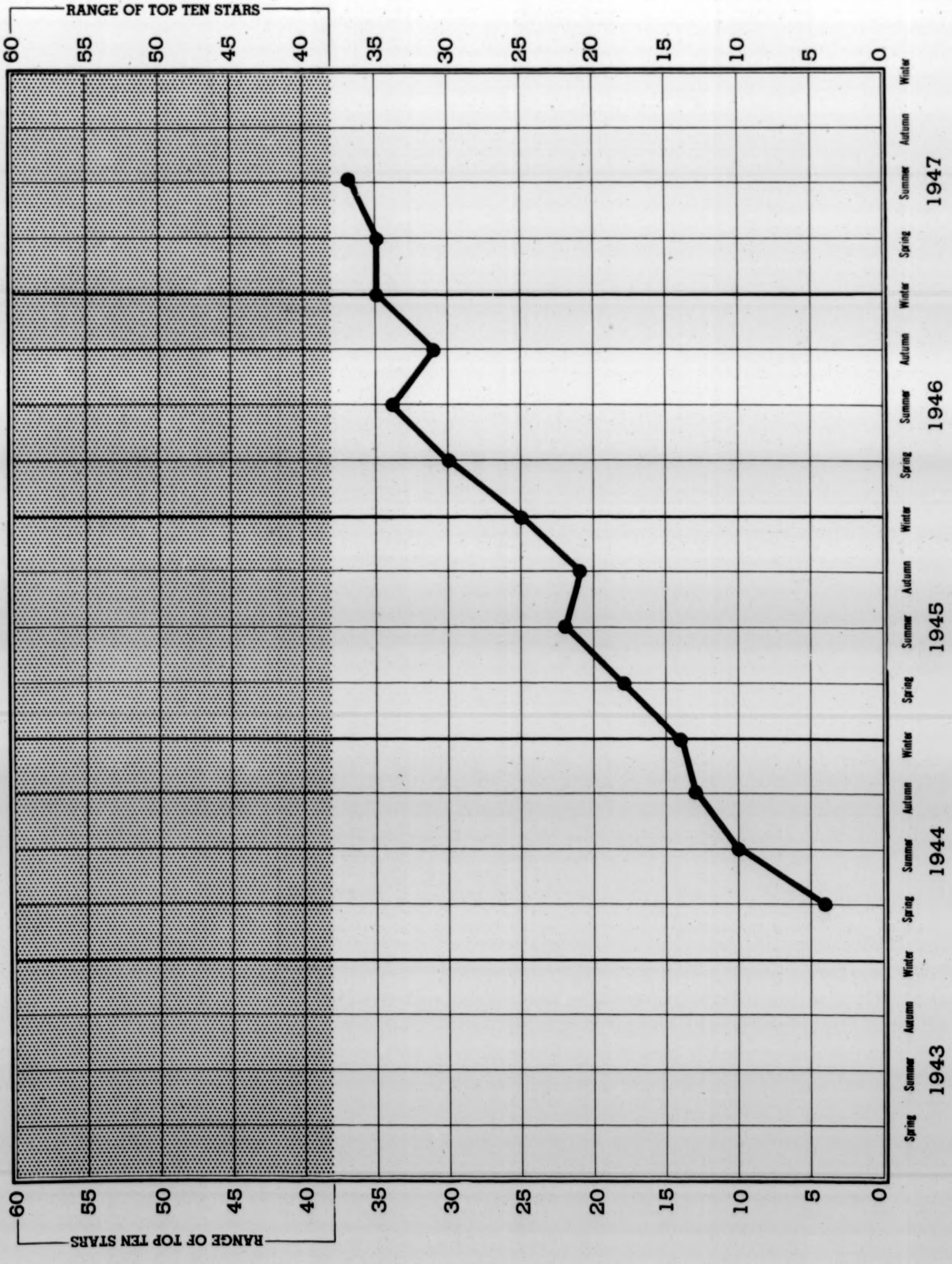
Jennifer JONES



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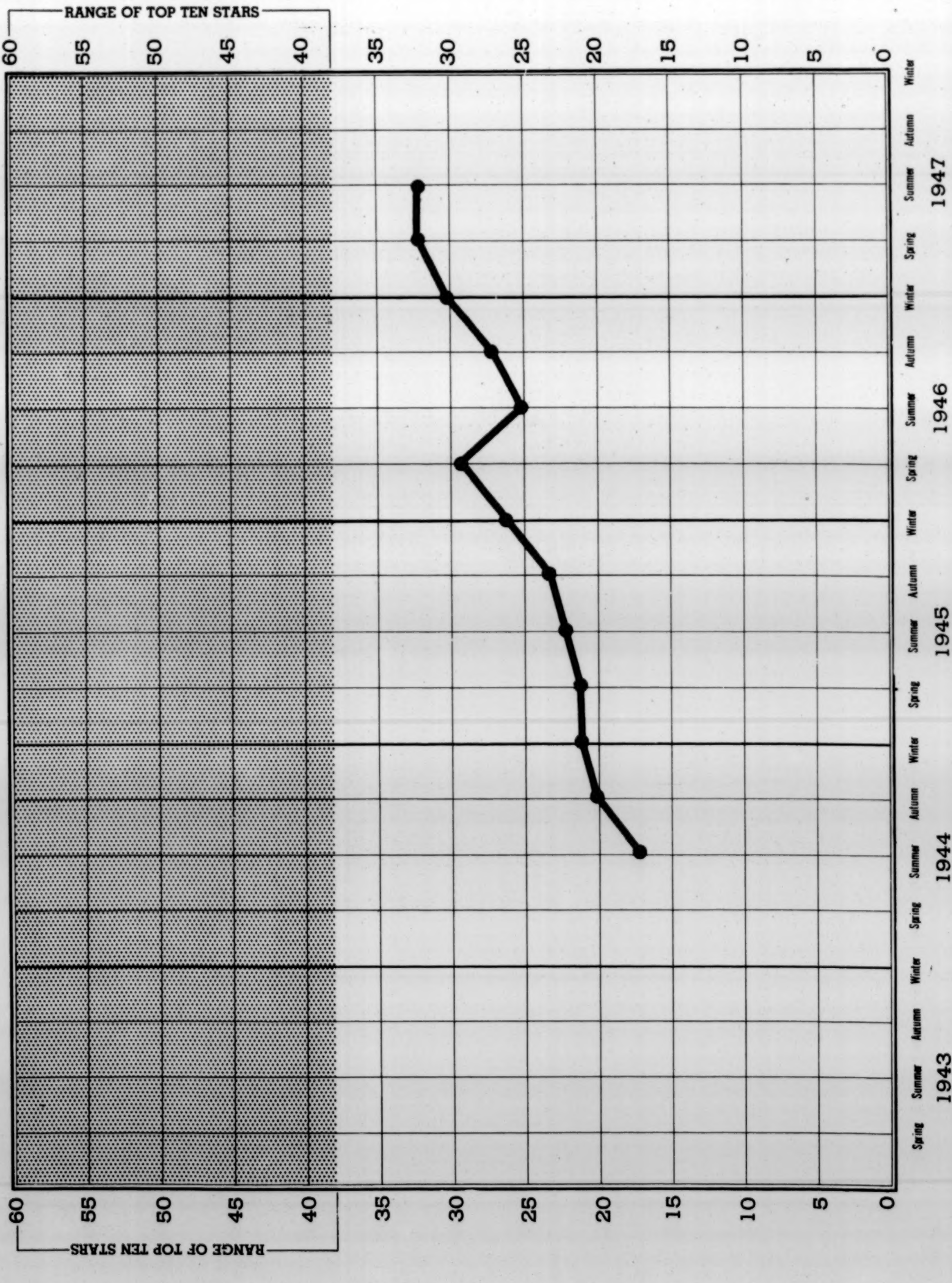

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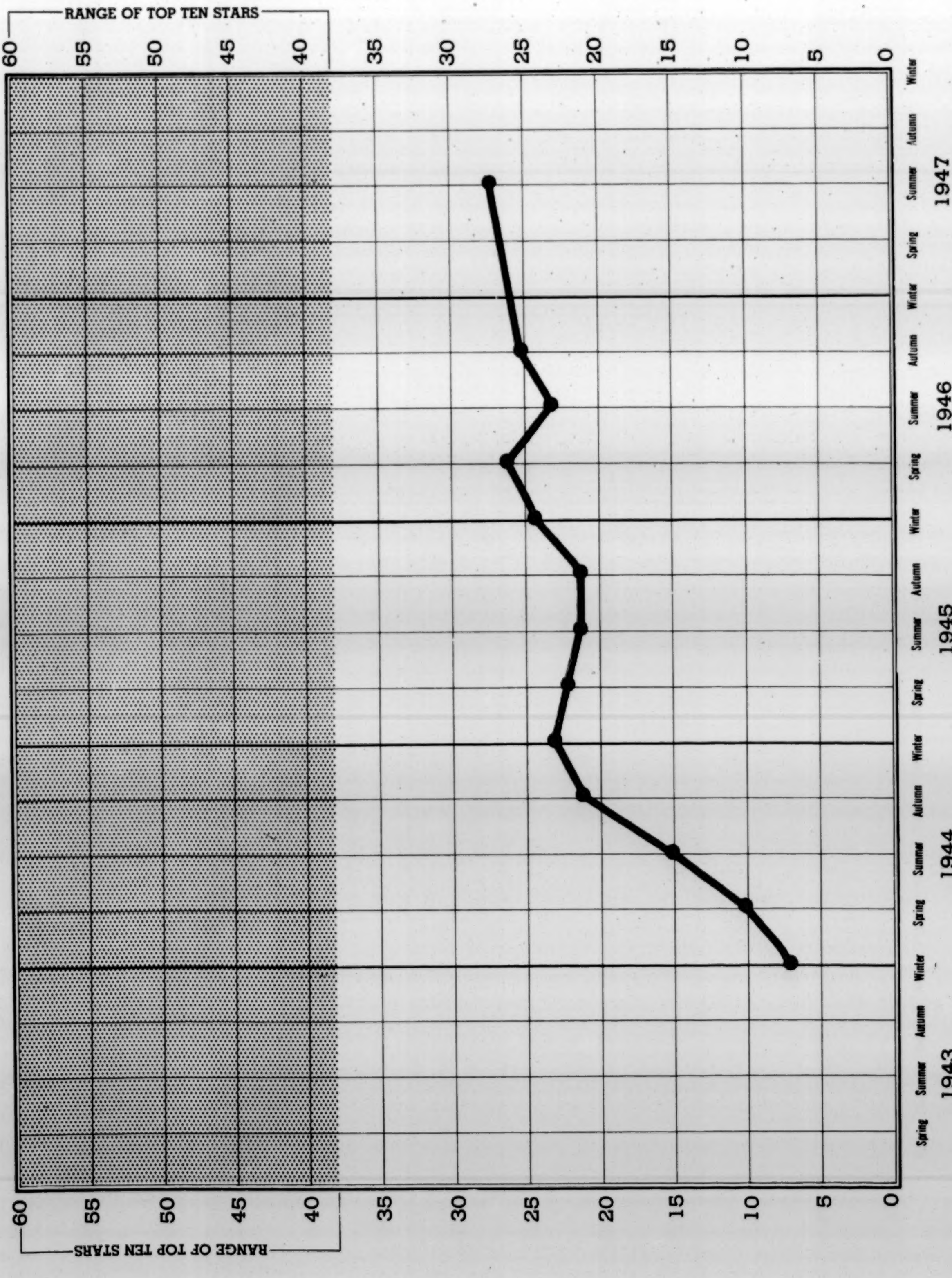
Gene KELLY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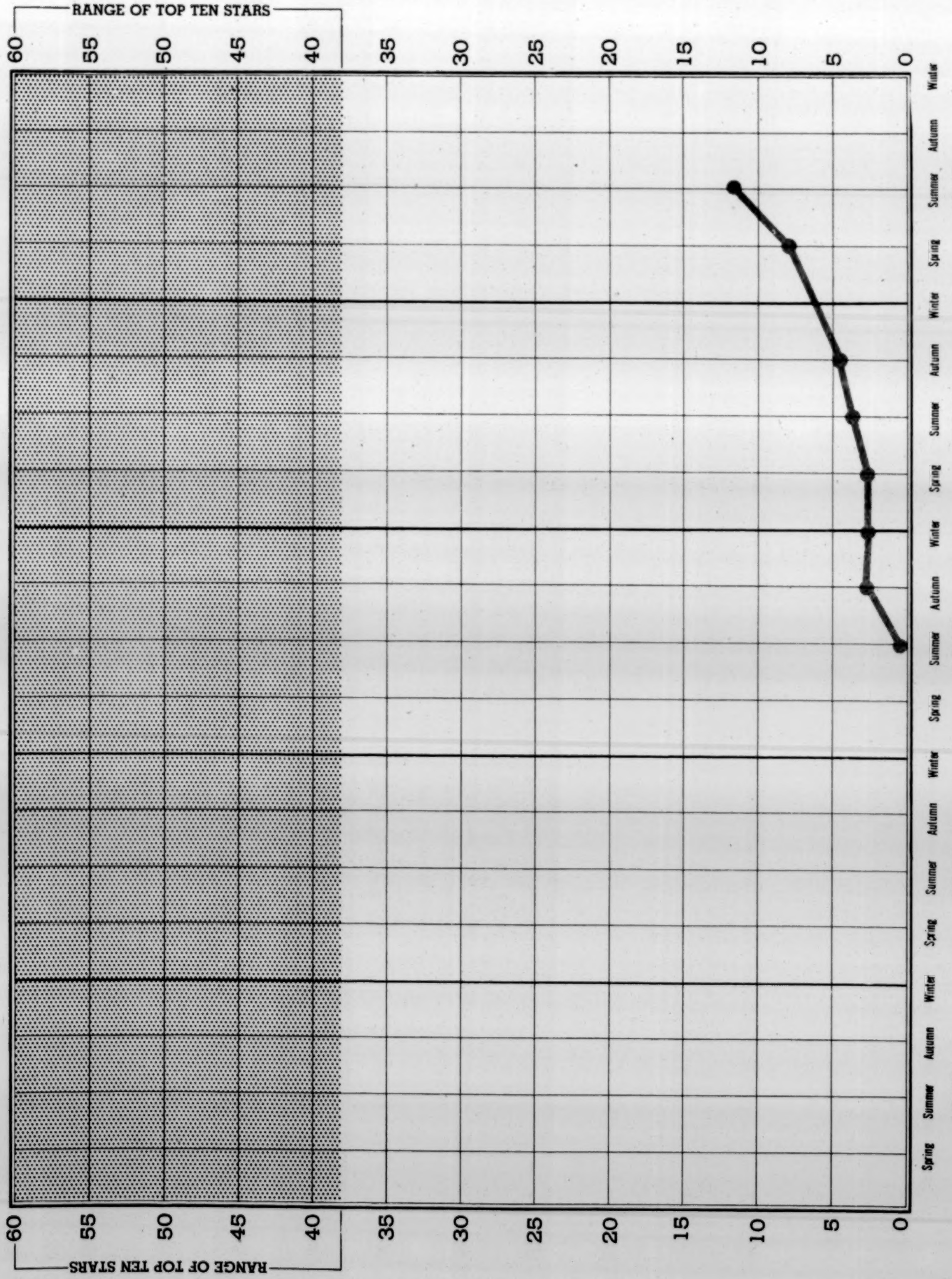
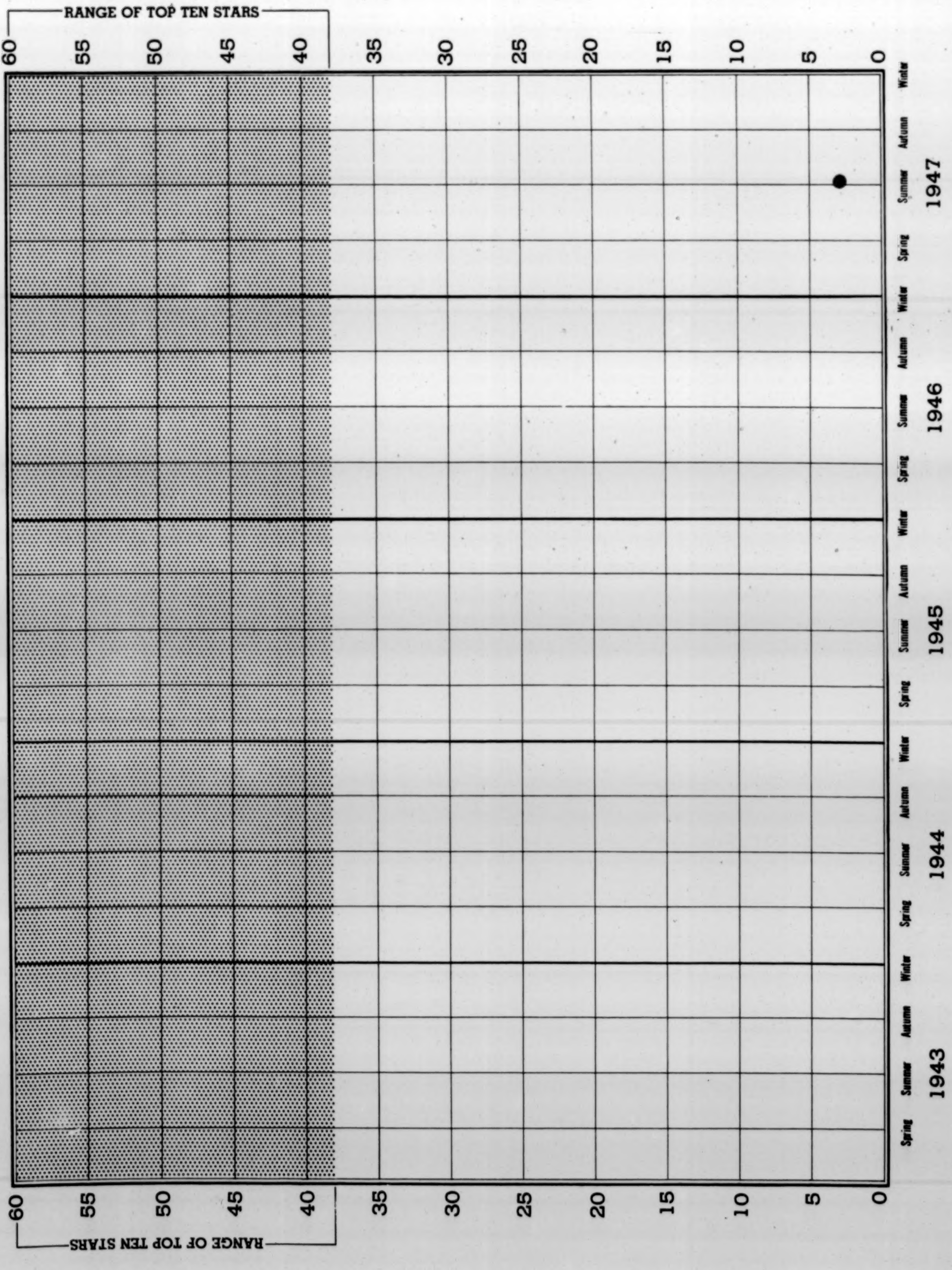
Evelyn KEYES



Percy KILBRIDE



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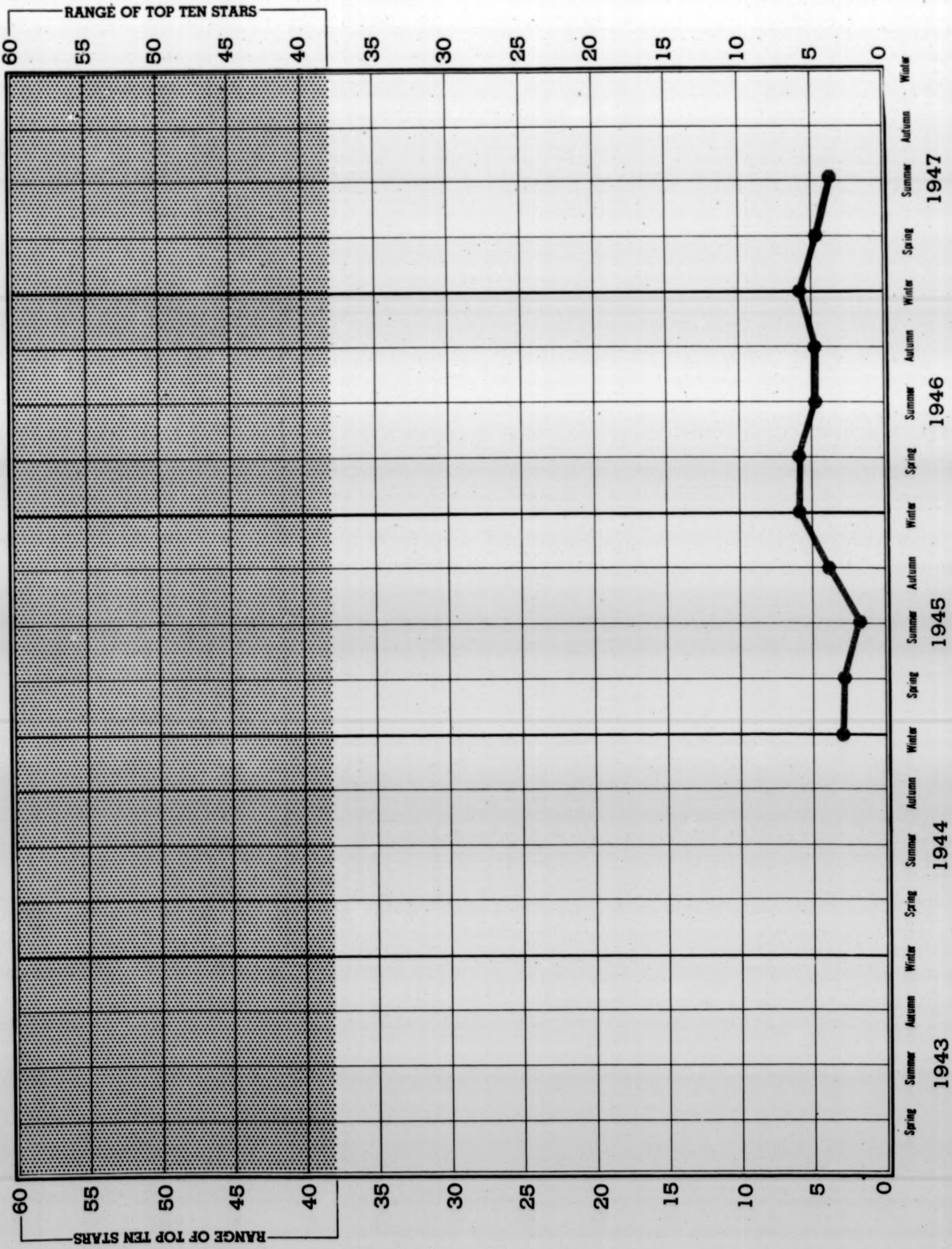
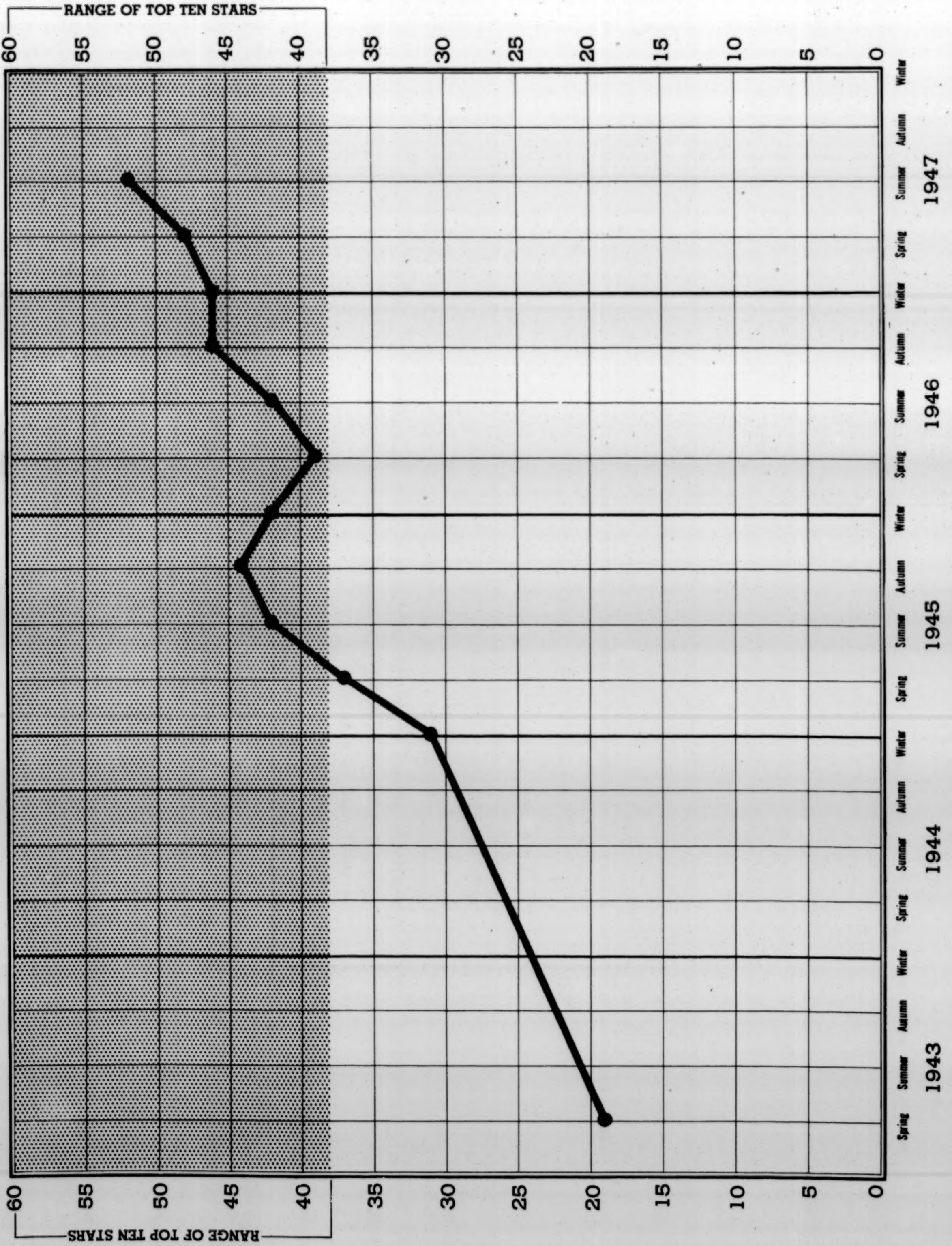


Alan LADD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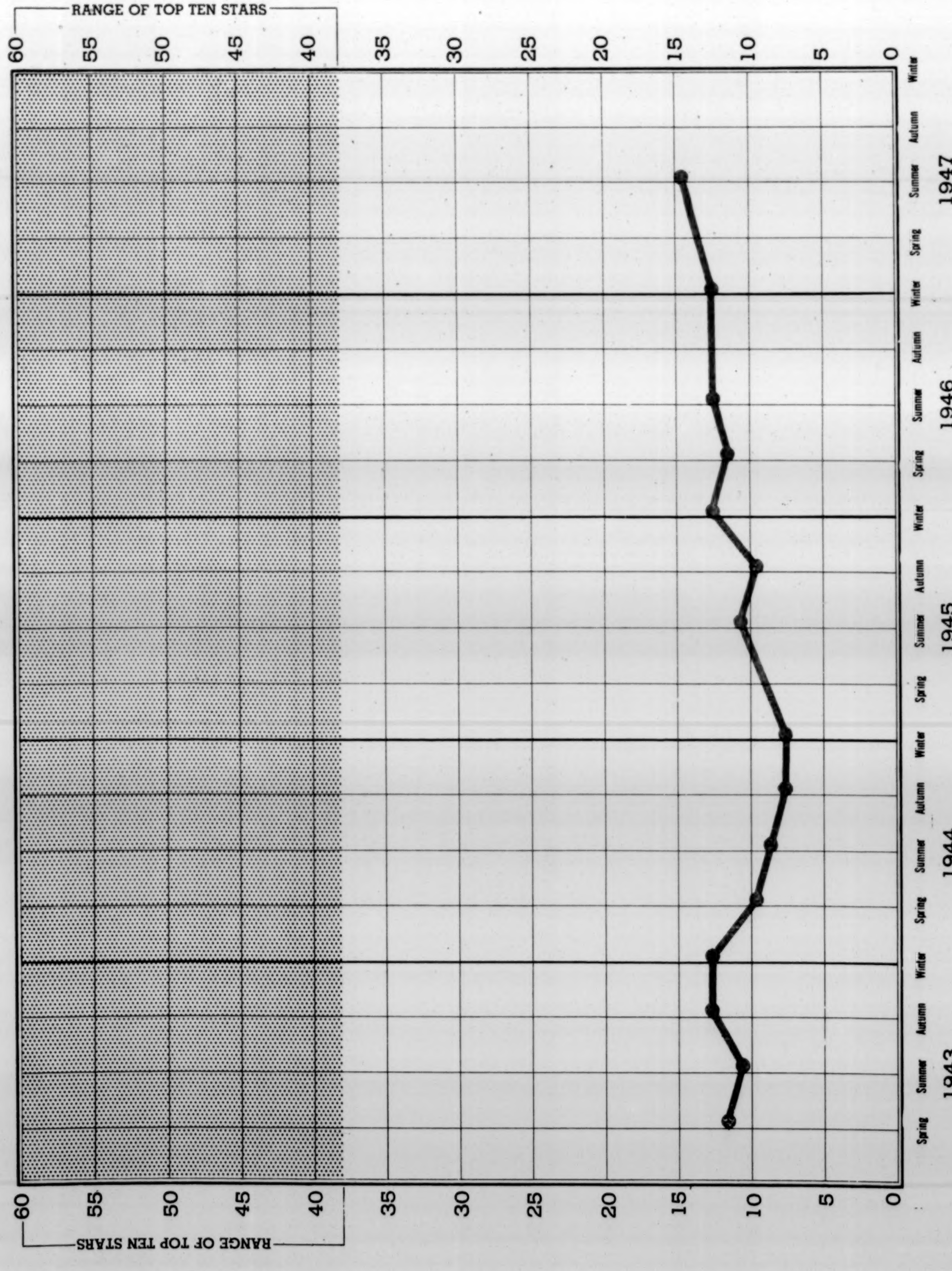
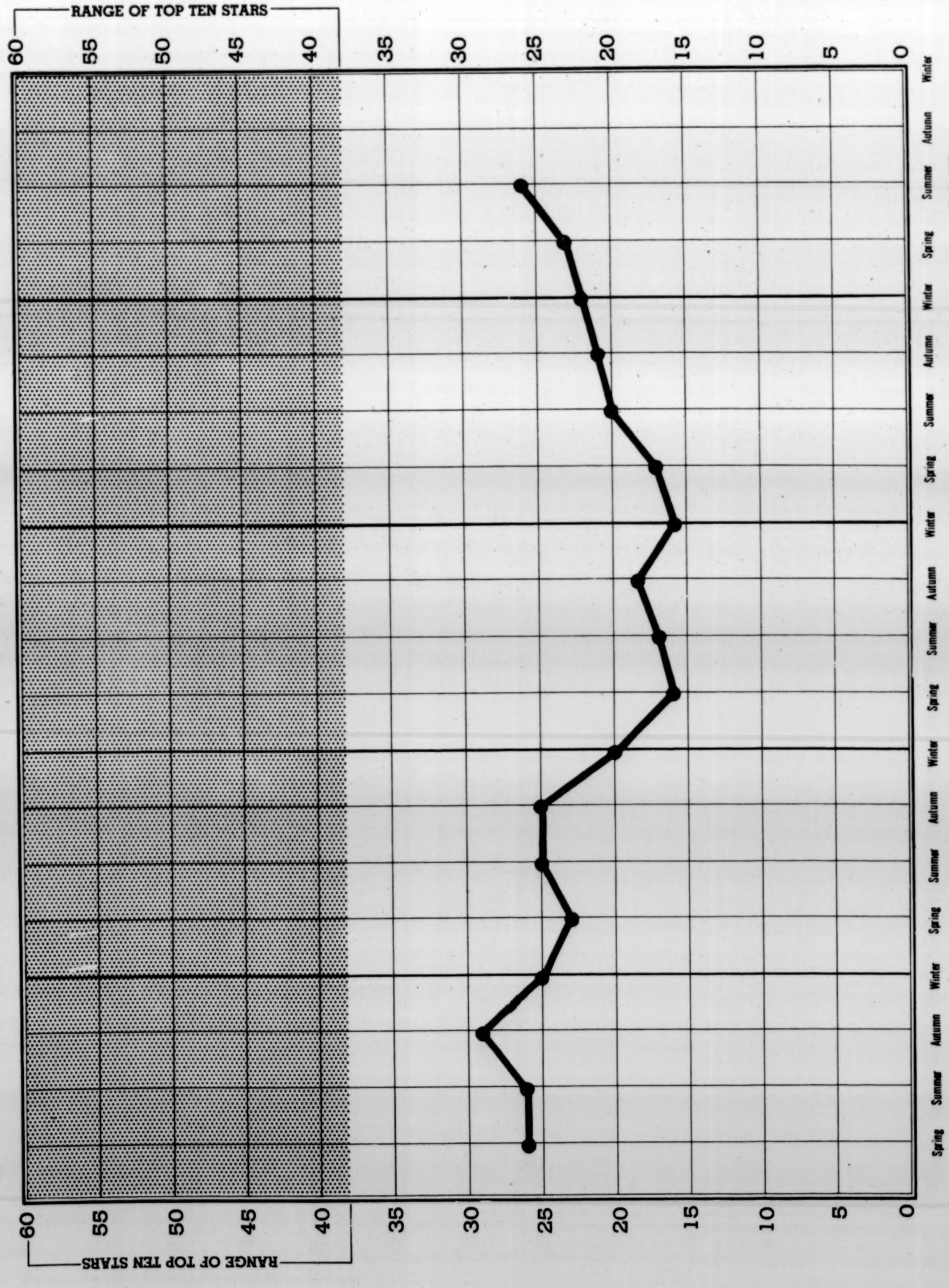
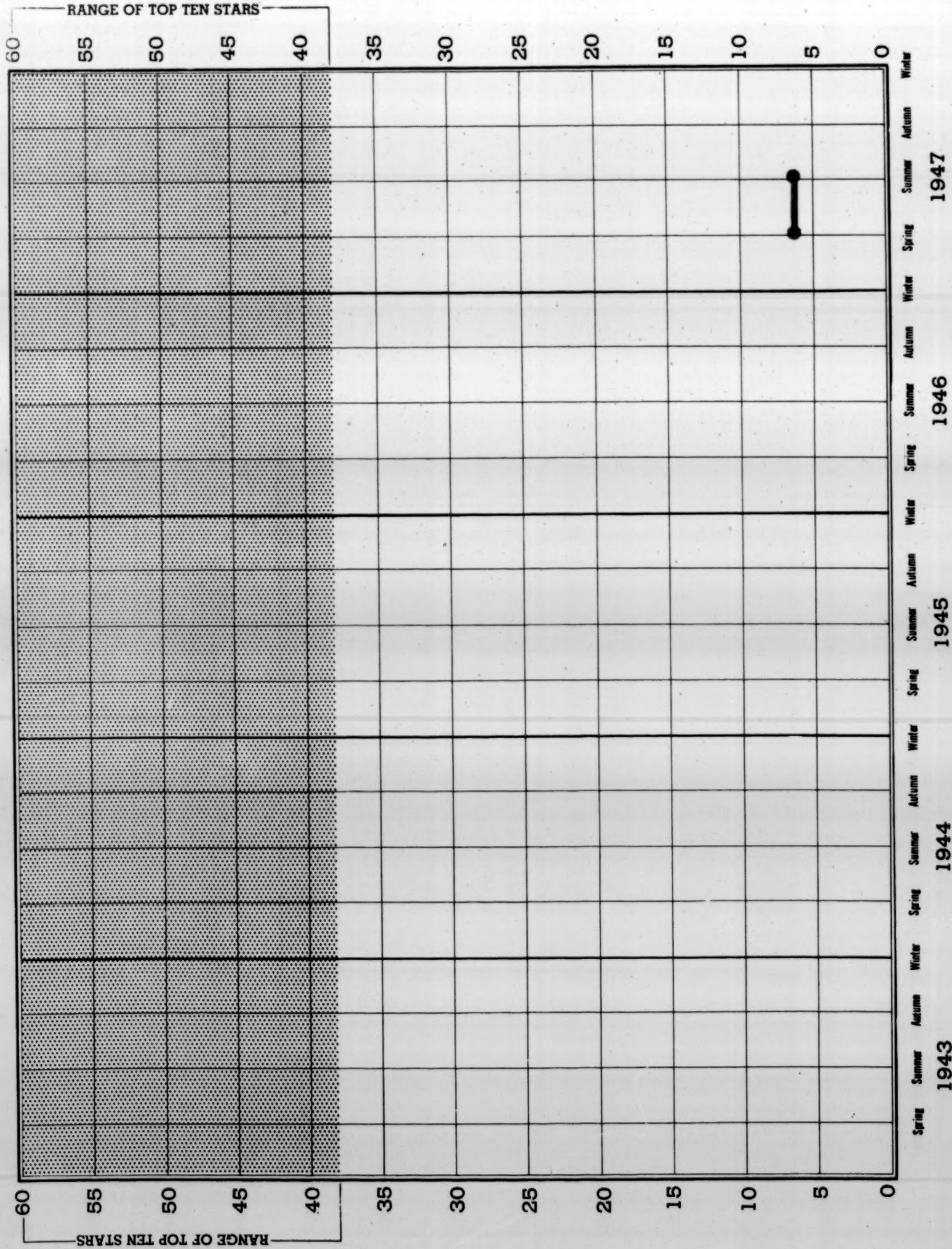
Veronica LAKE



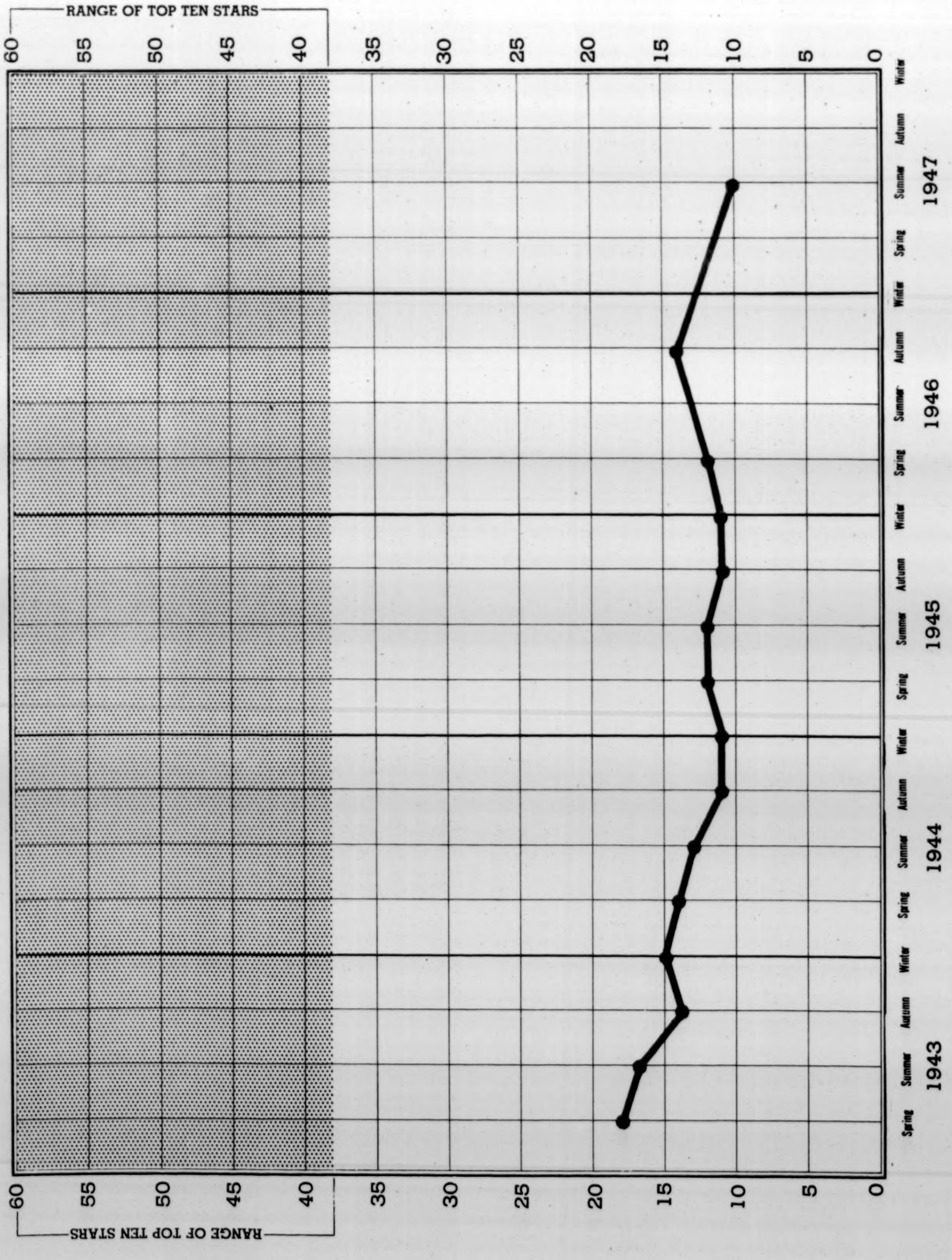
Dorothy LAMOUR



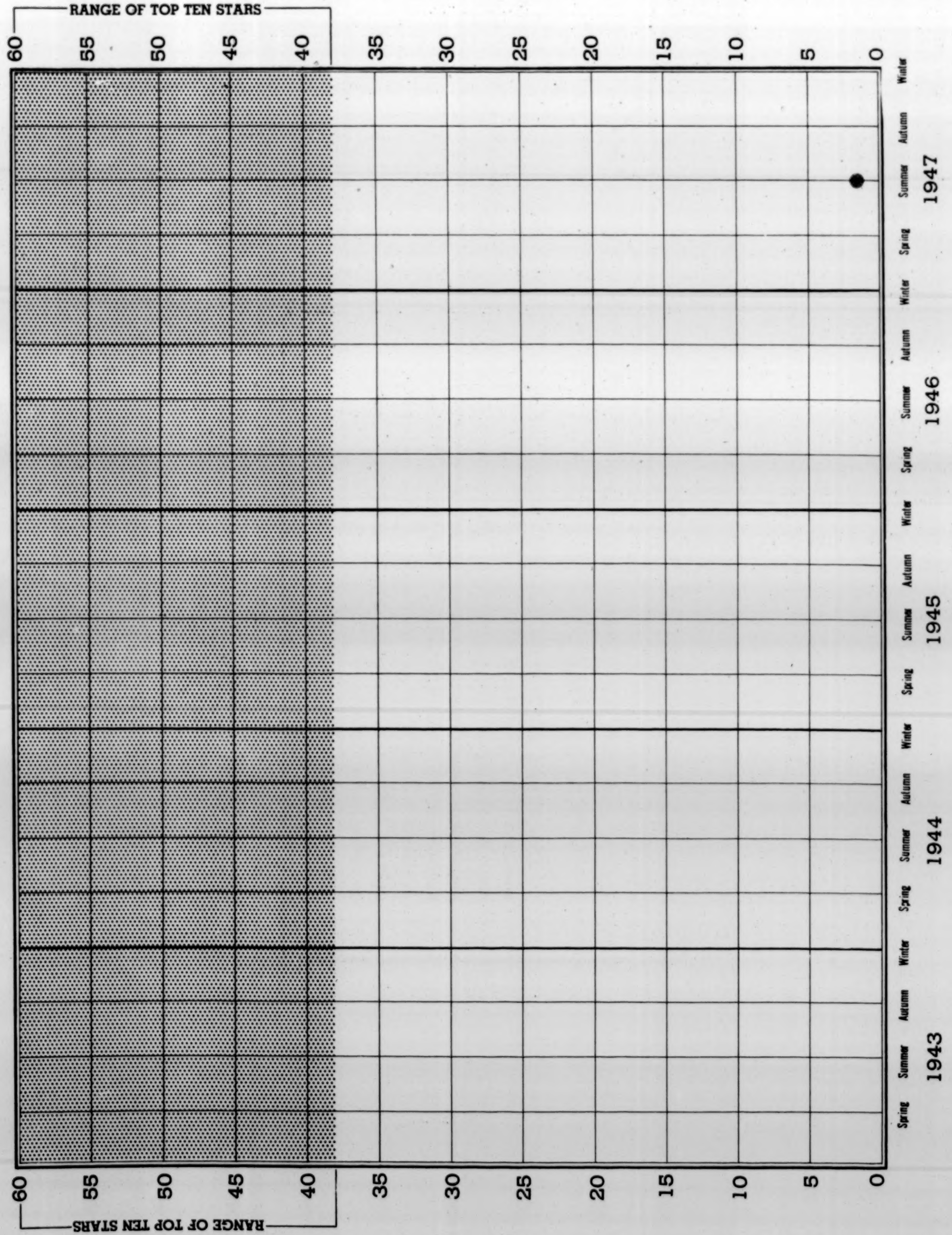
Burt LANCASTER



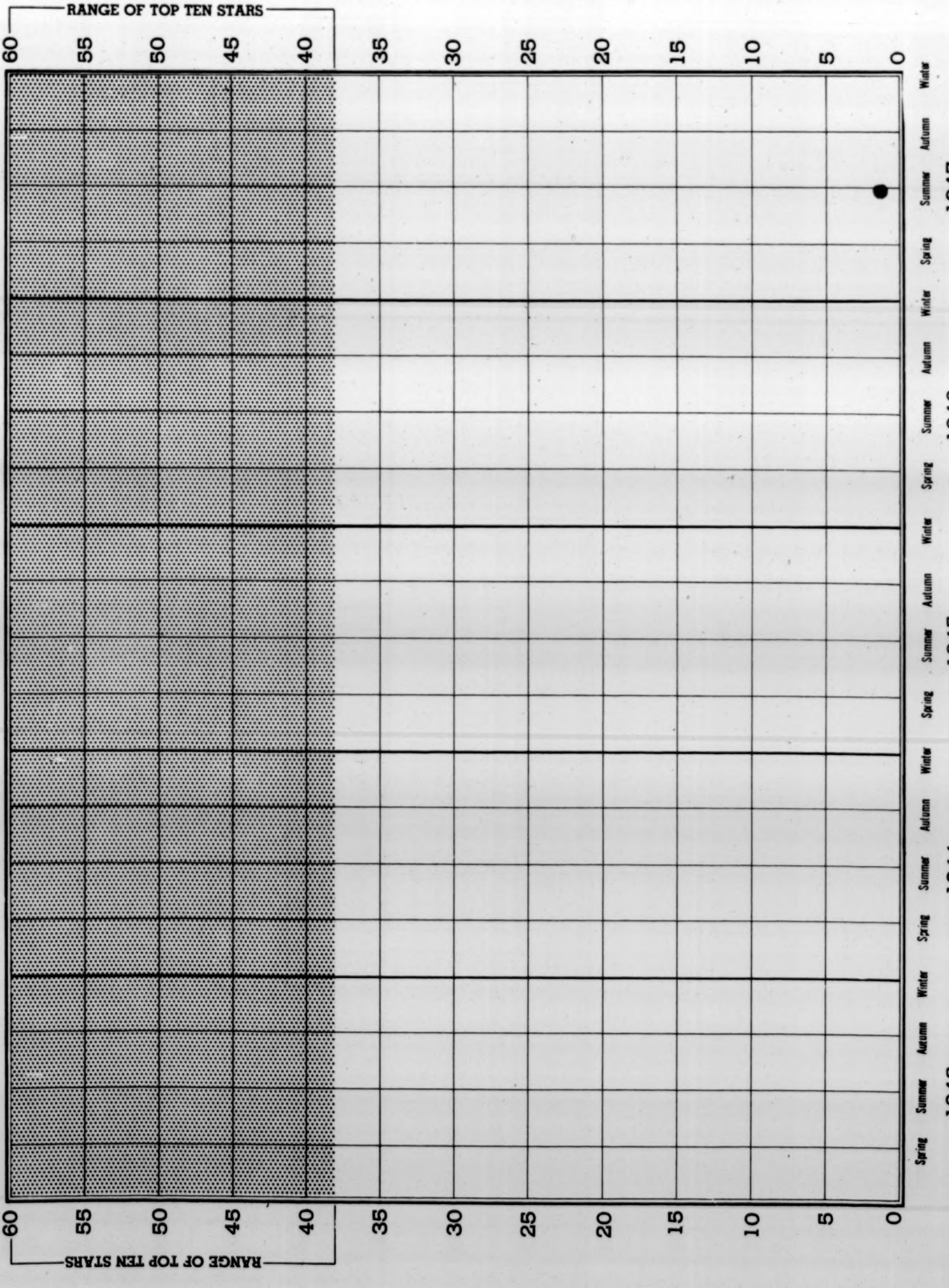
Charles LAUGHTON



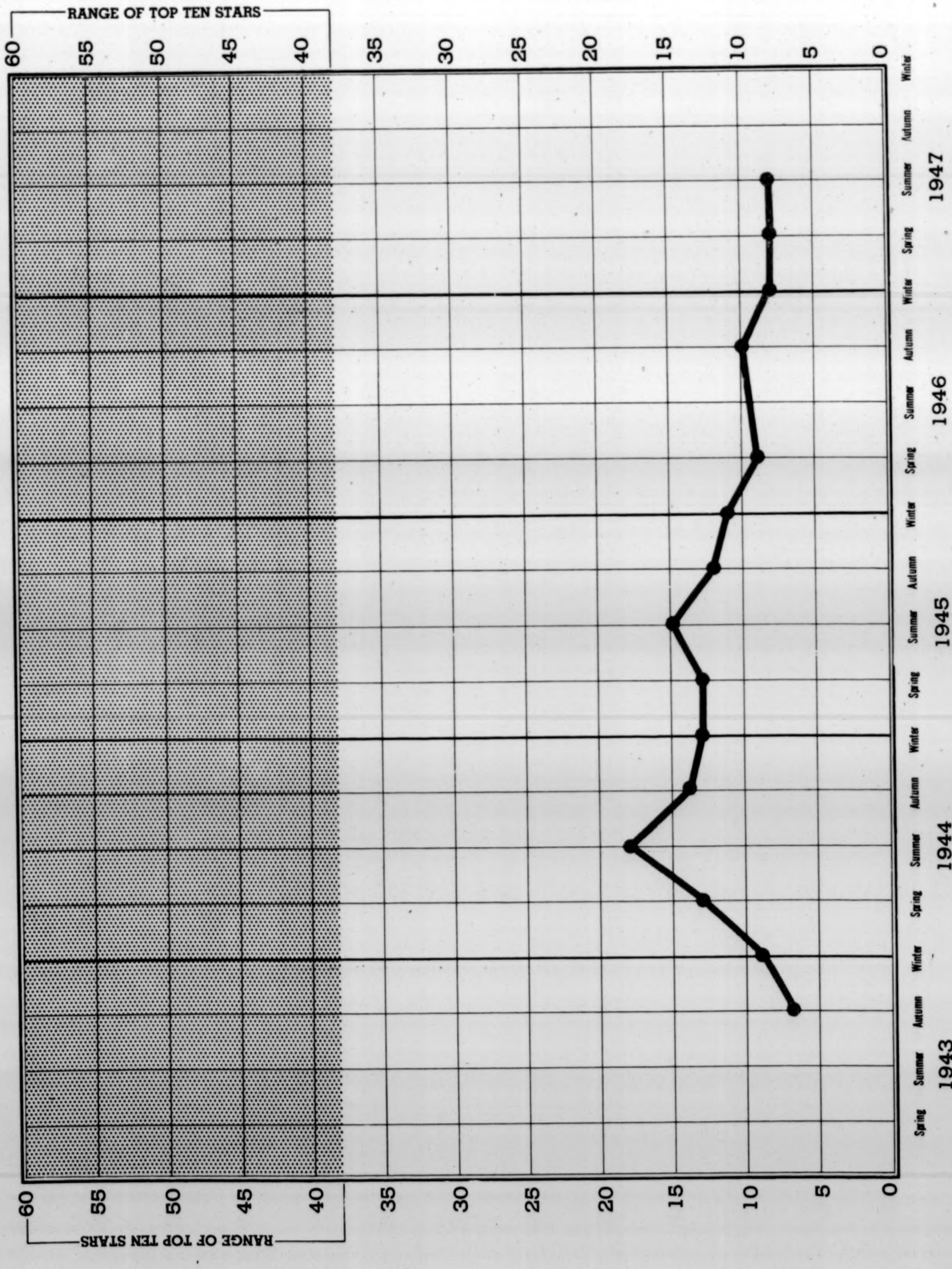
Margaret LINDSAY



Richard LONG



Paul LUKAS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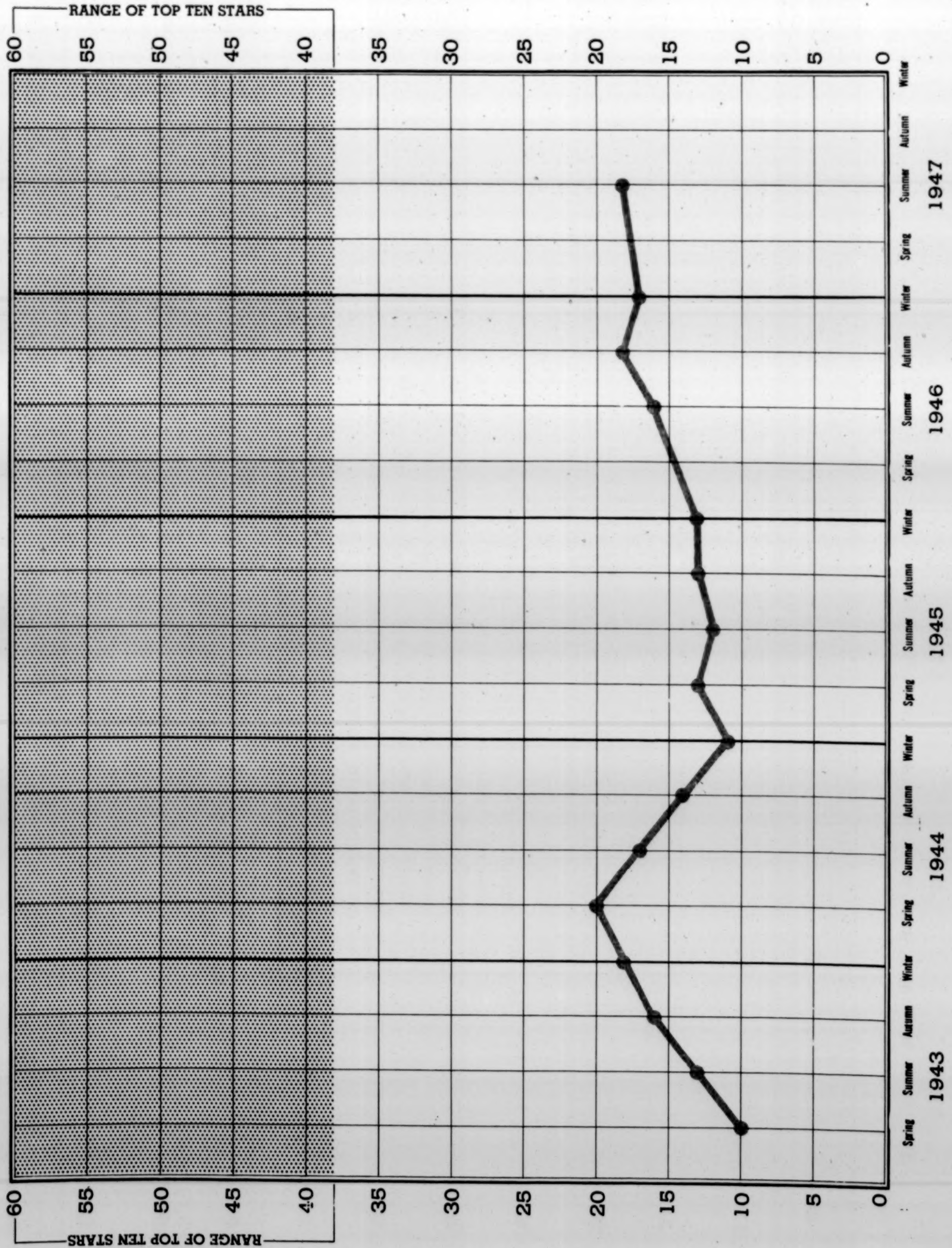
Ida LUPINO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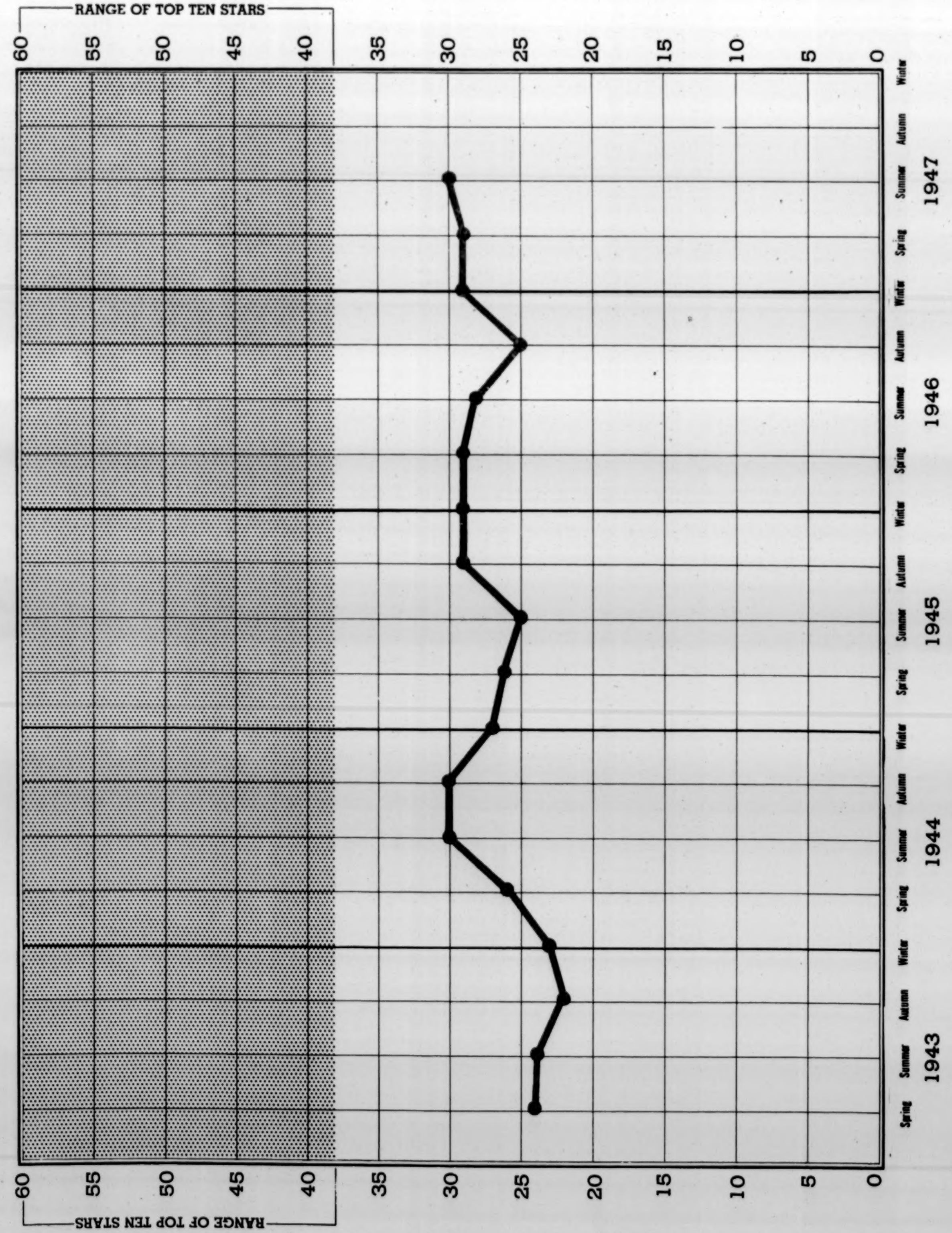
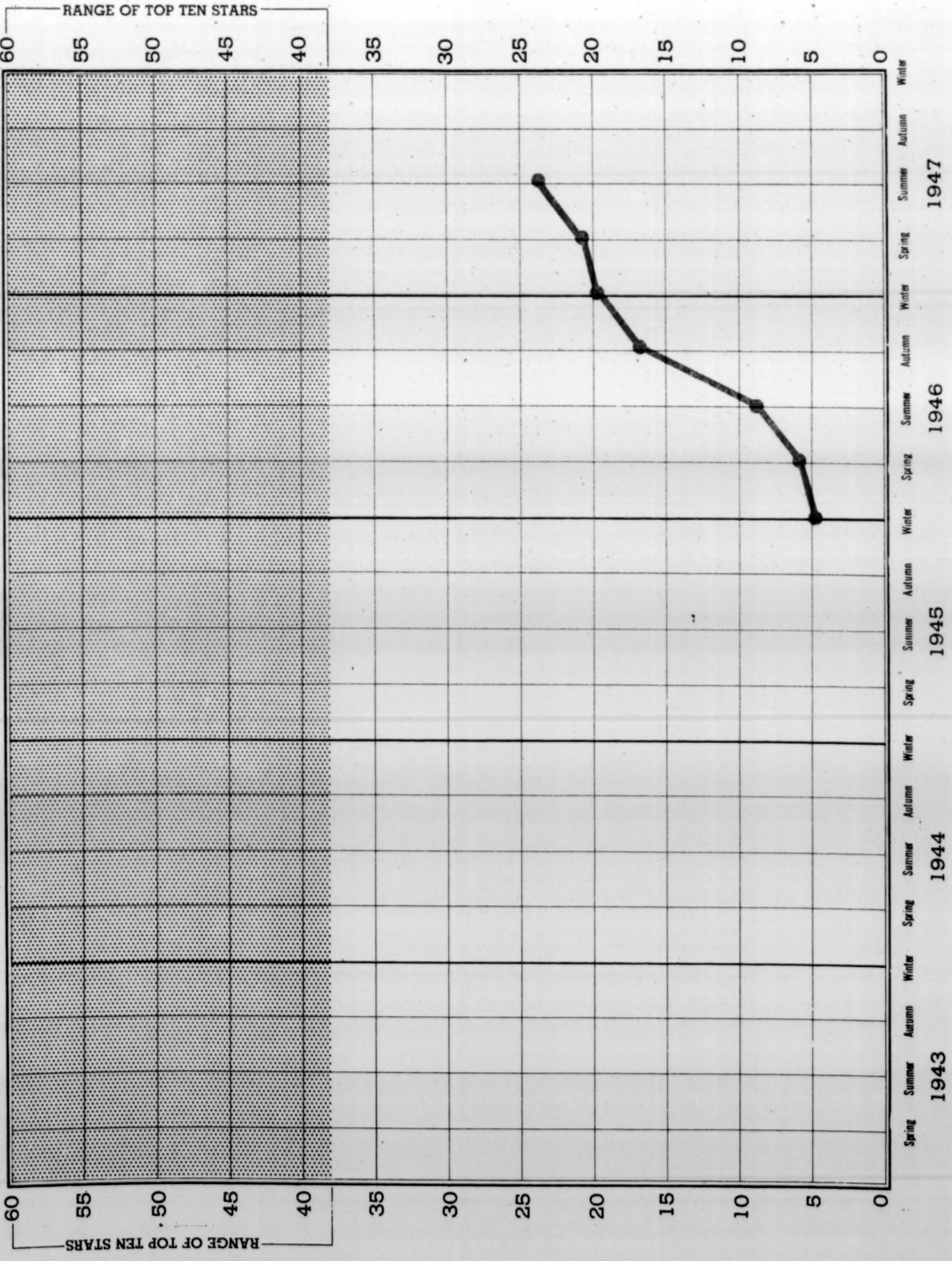
Fred MacMURRAY



Guy MADISON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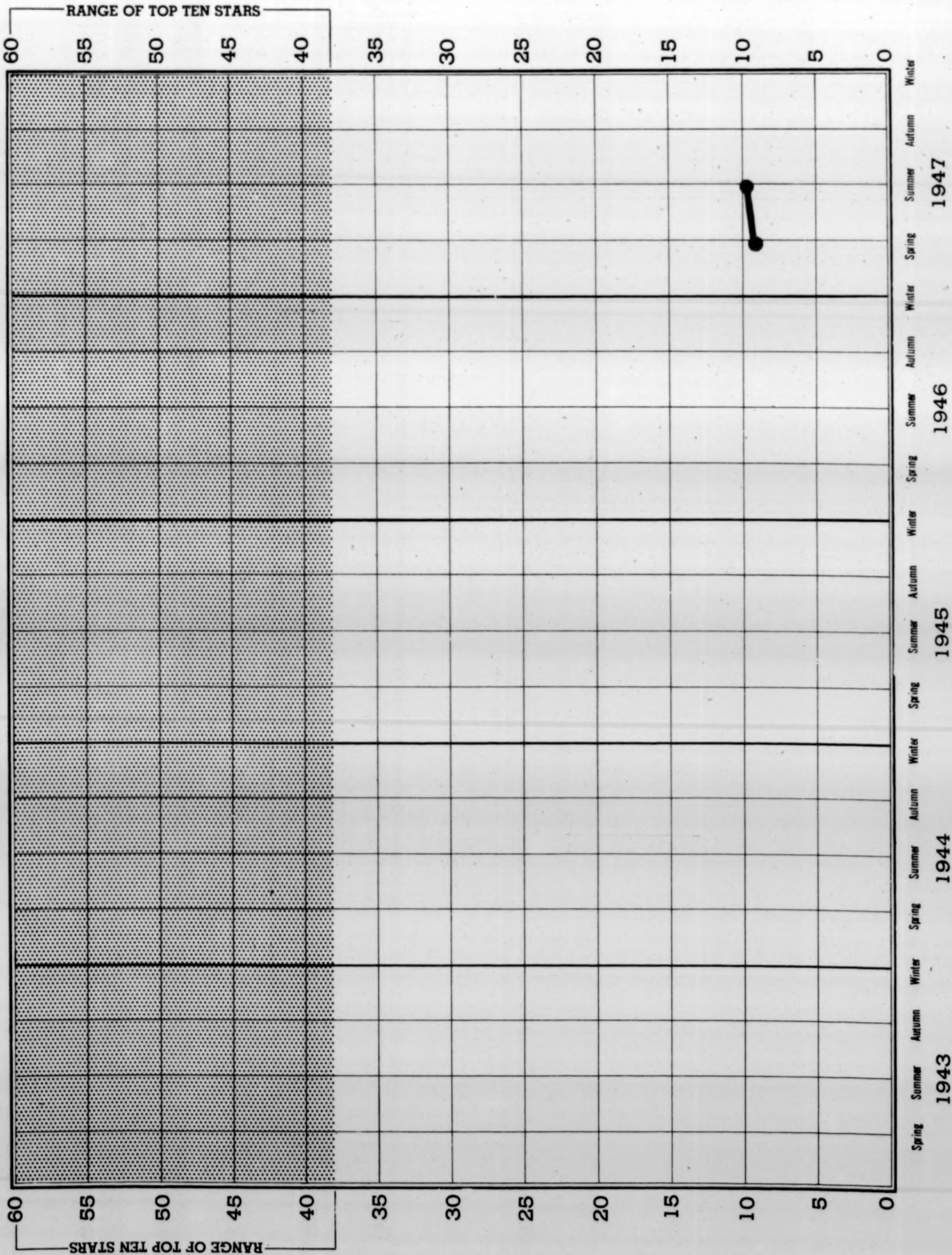
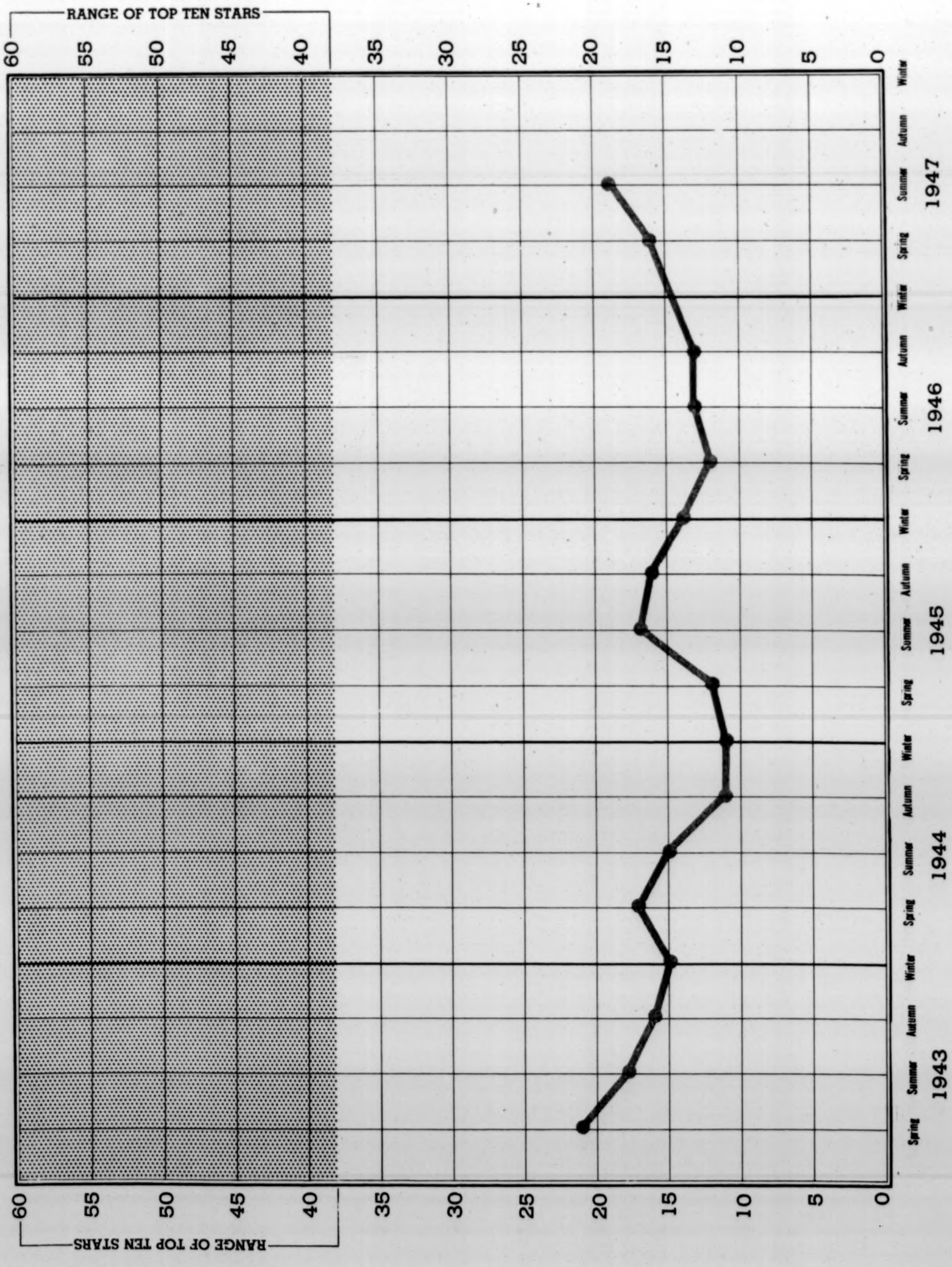
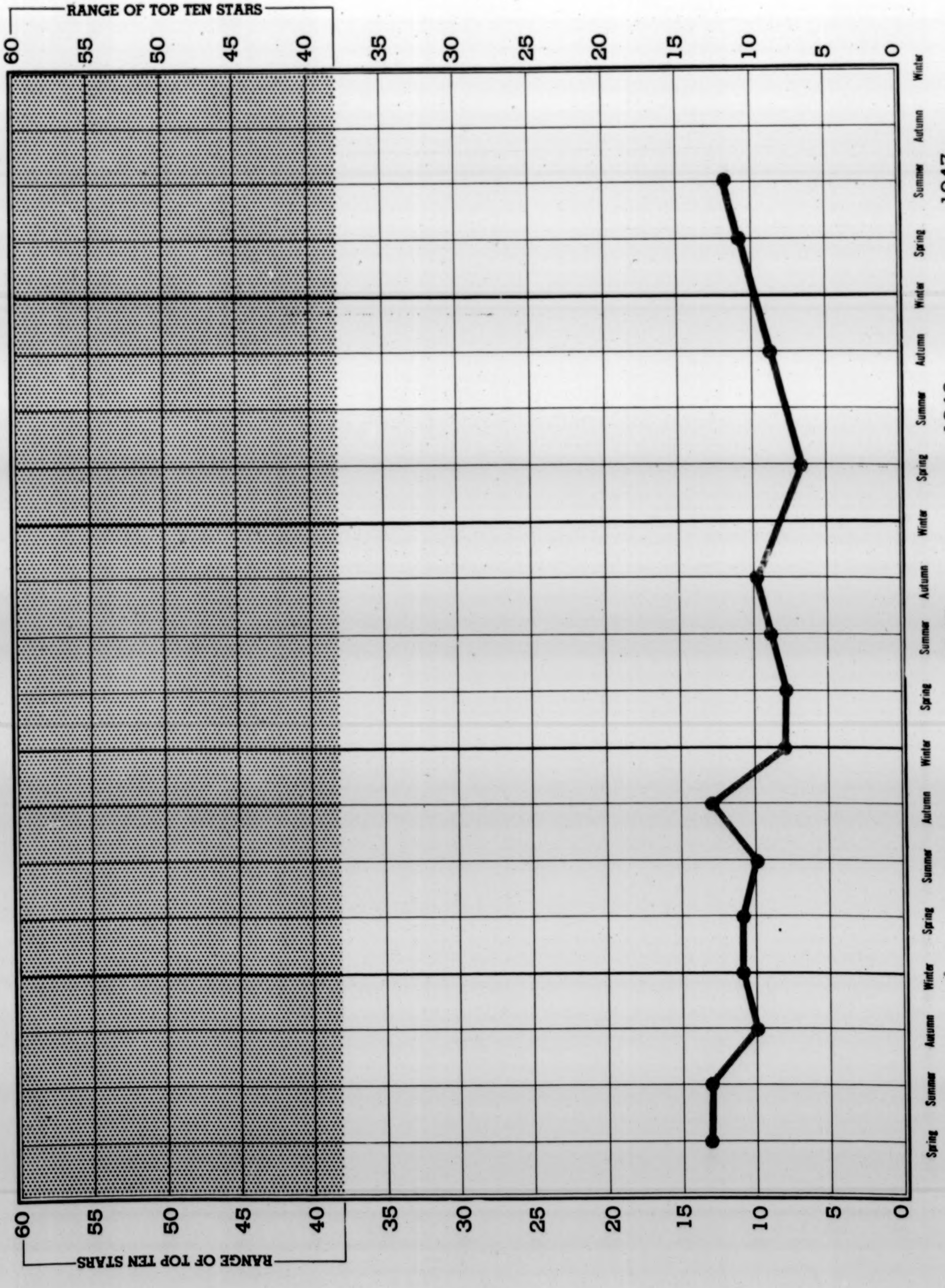
Marjorie MAIN



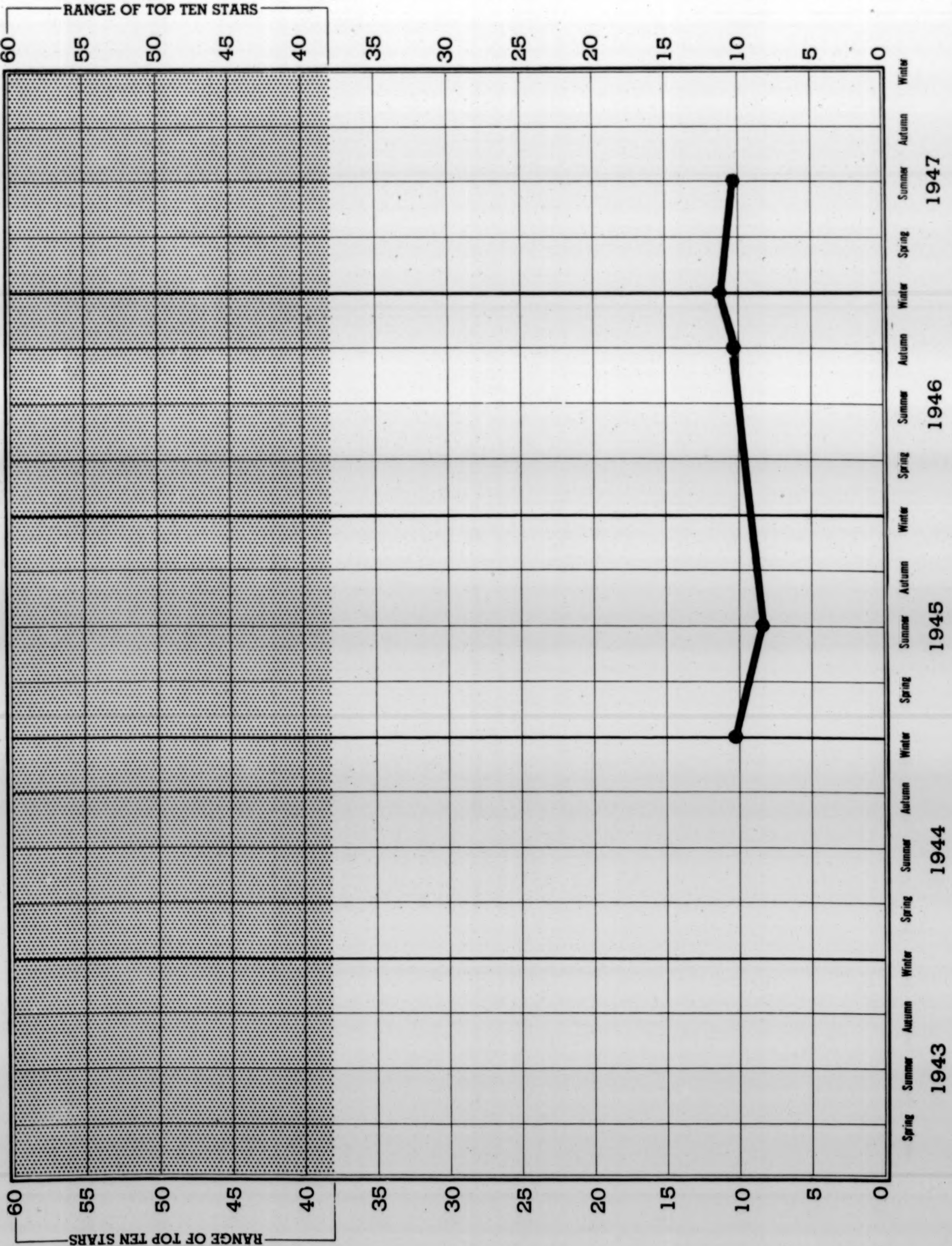
Fredric MARCH



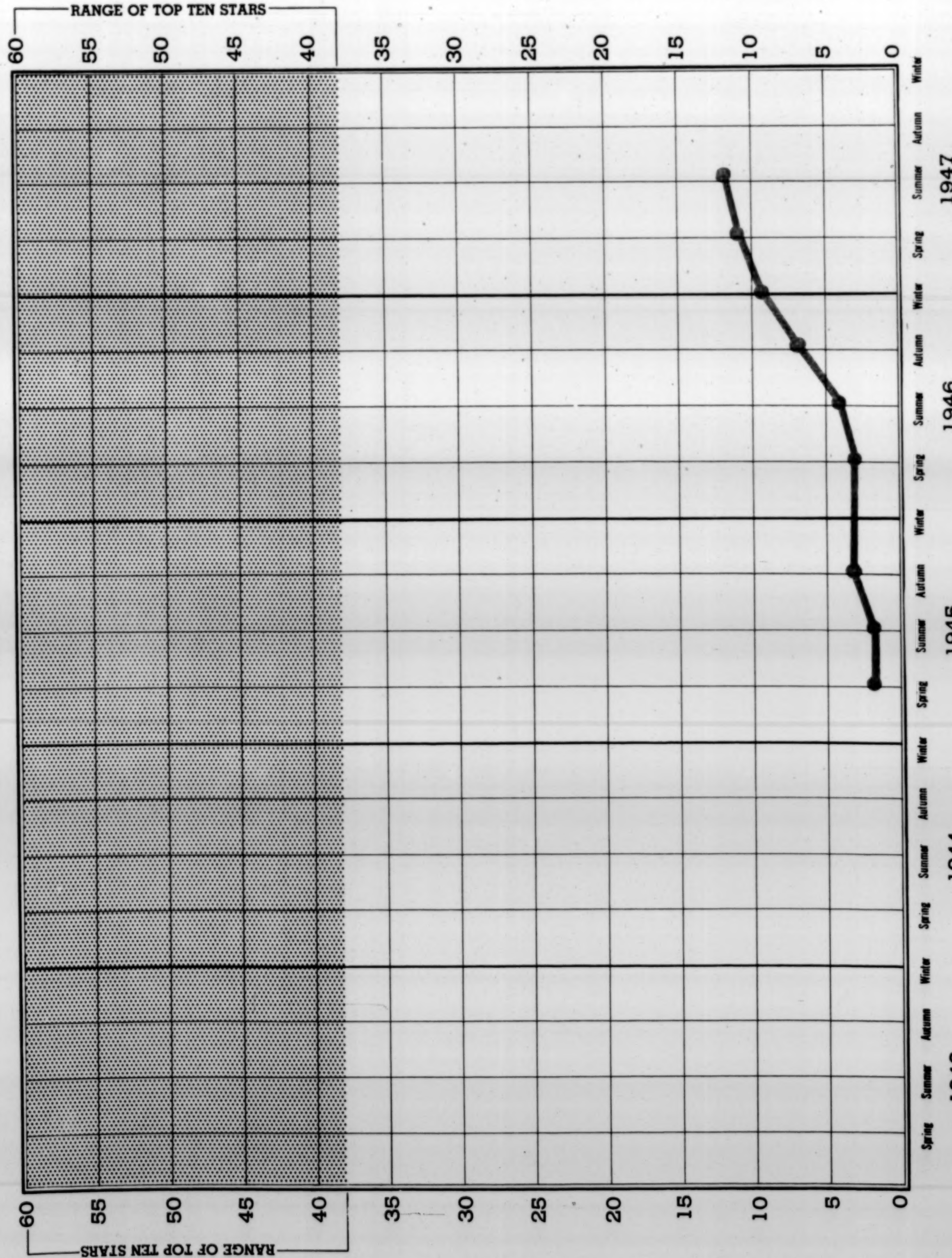
Herbert MARSHALL



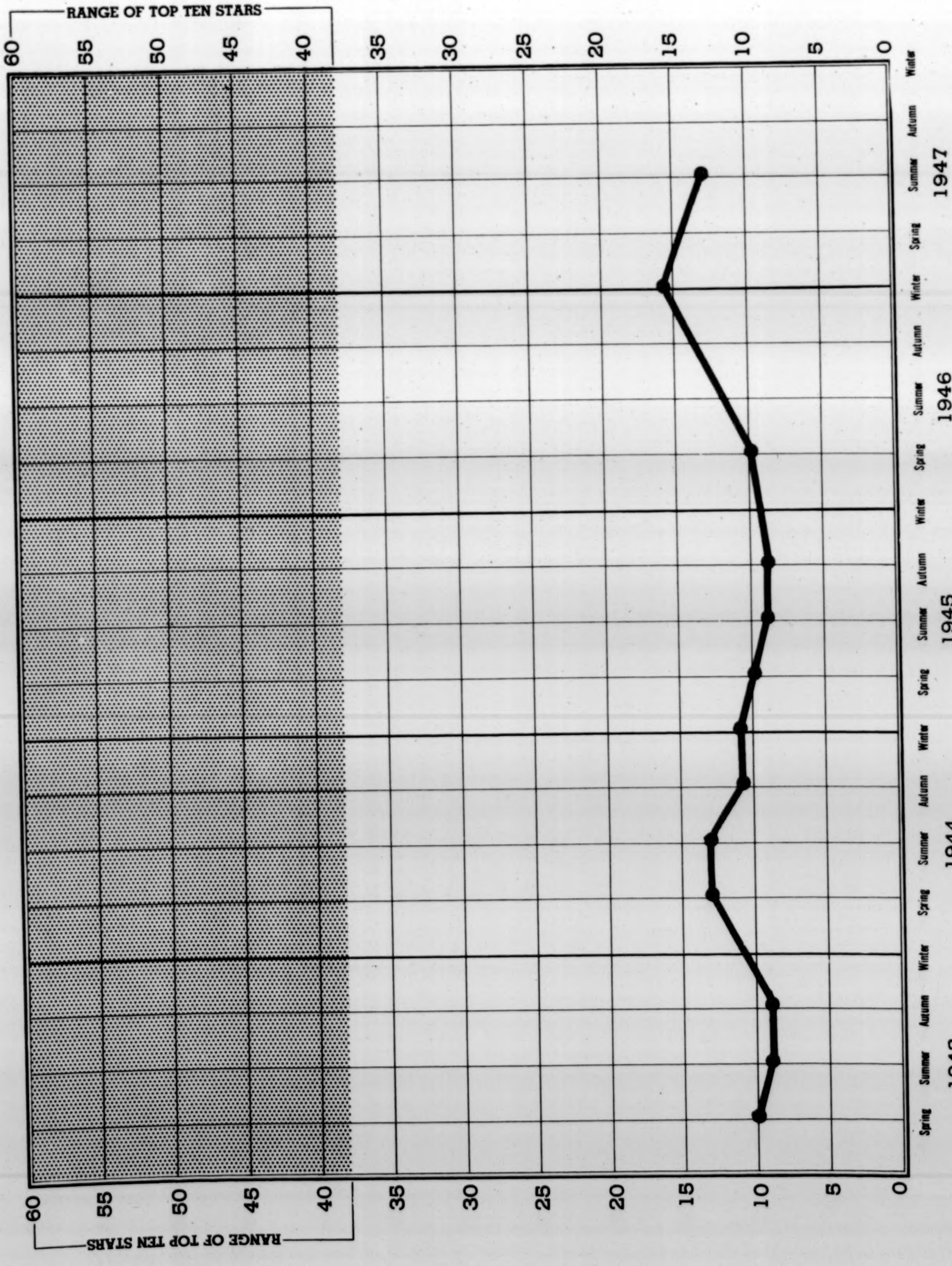
Raymond MASSEY



Virginia MAYO



Joel McCREA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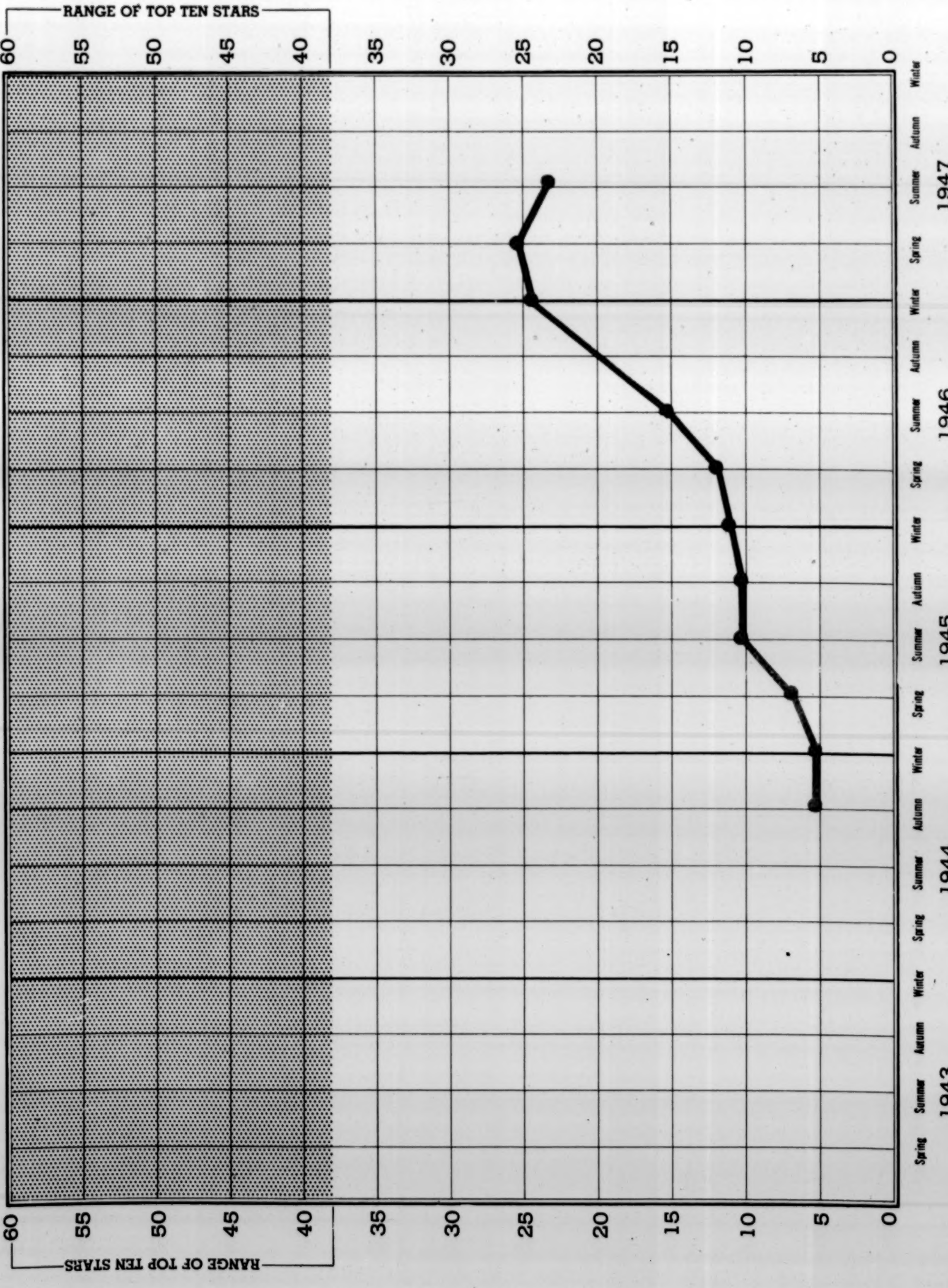
Dorothy McGUIRE



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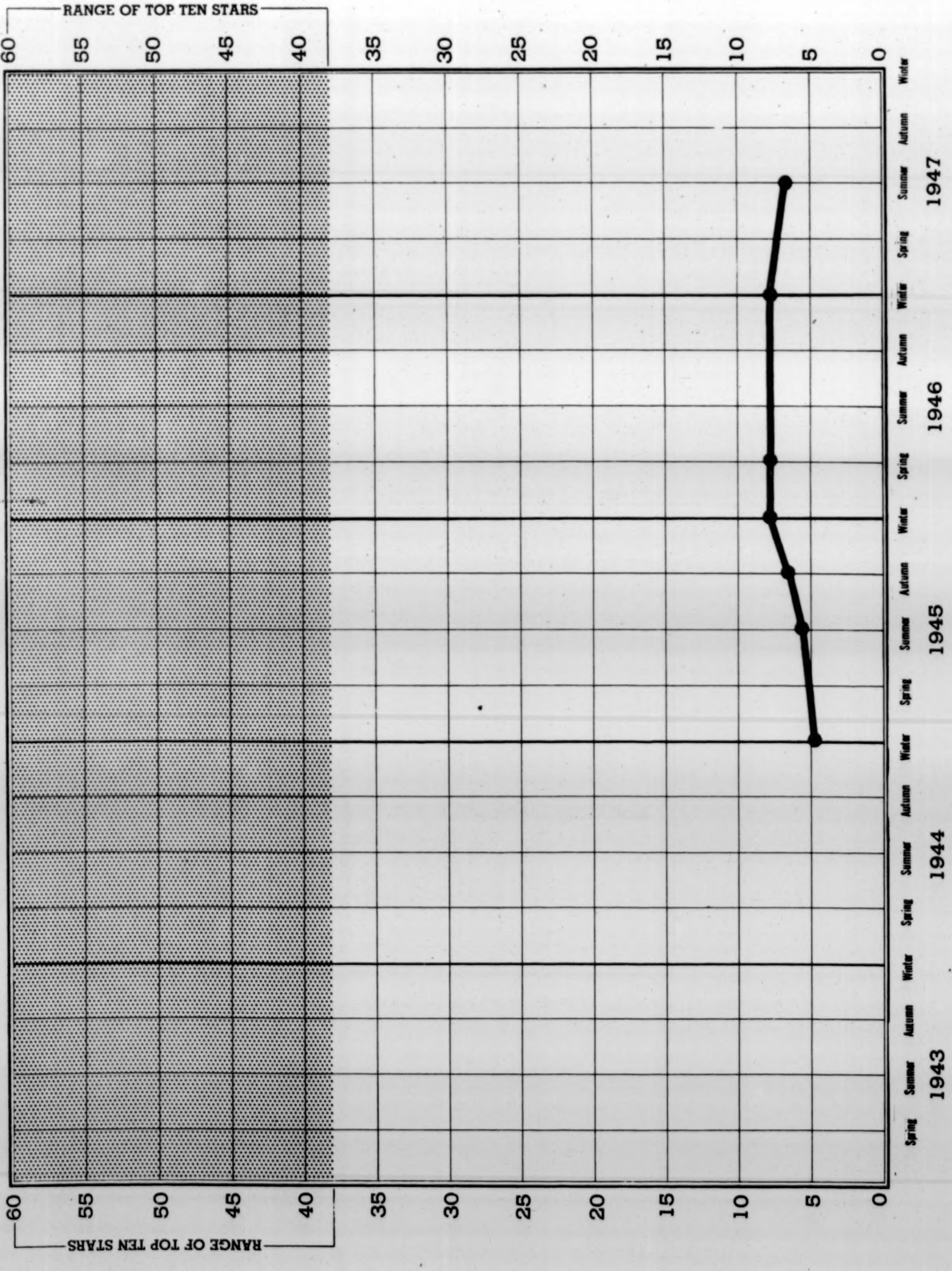

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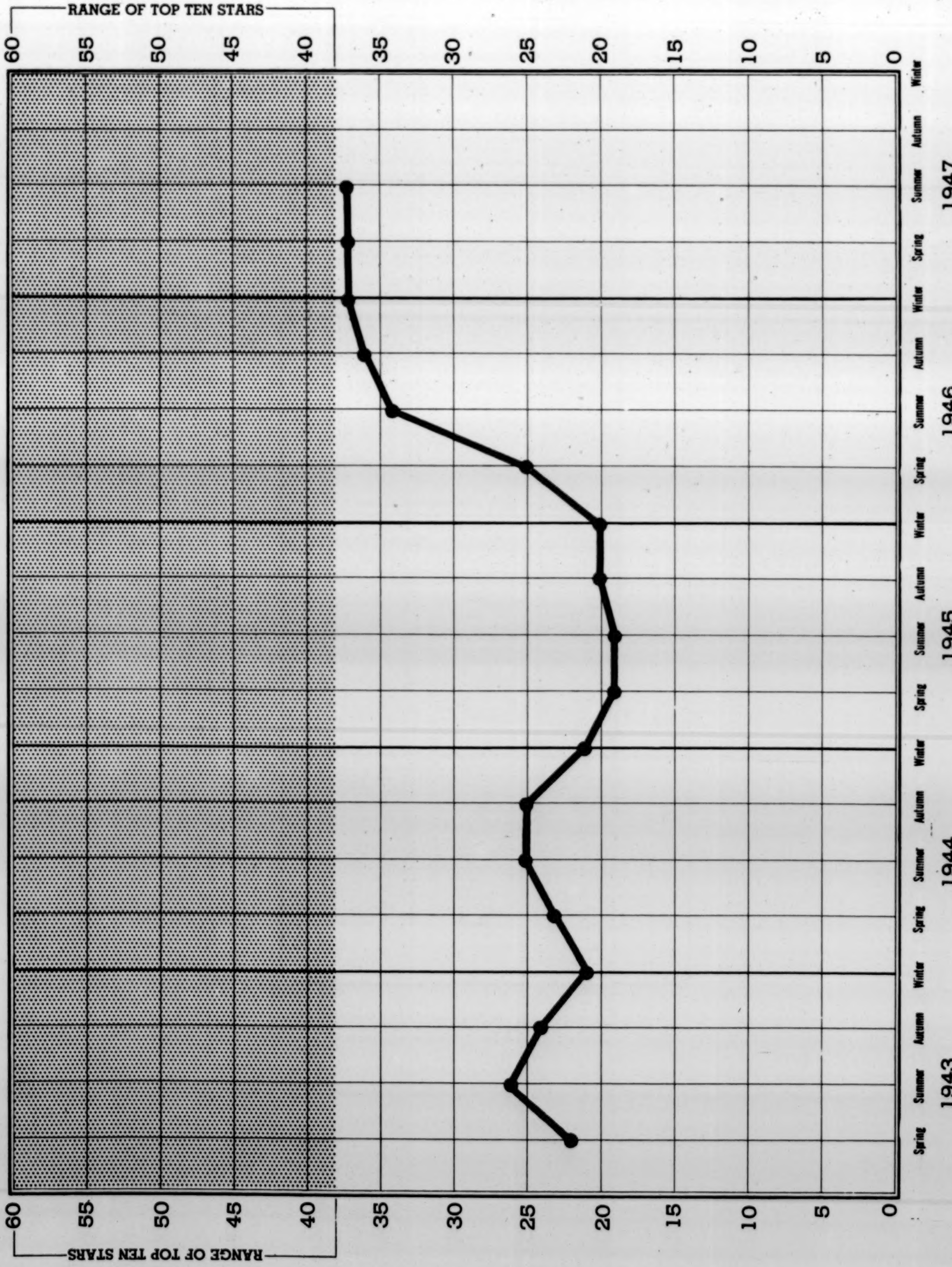
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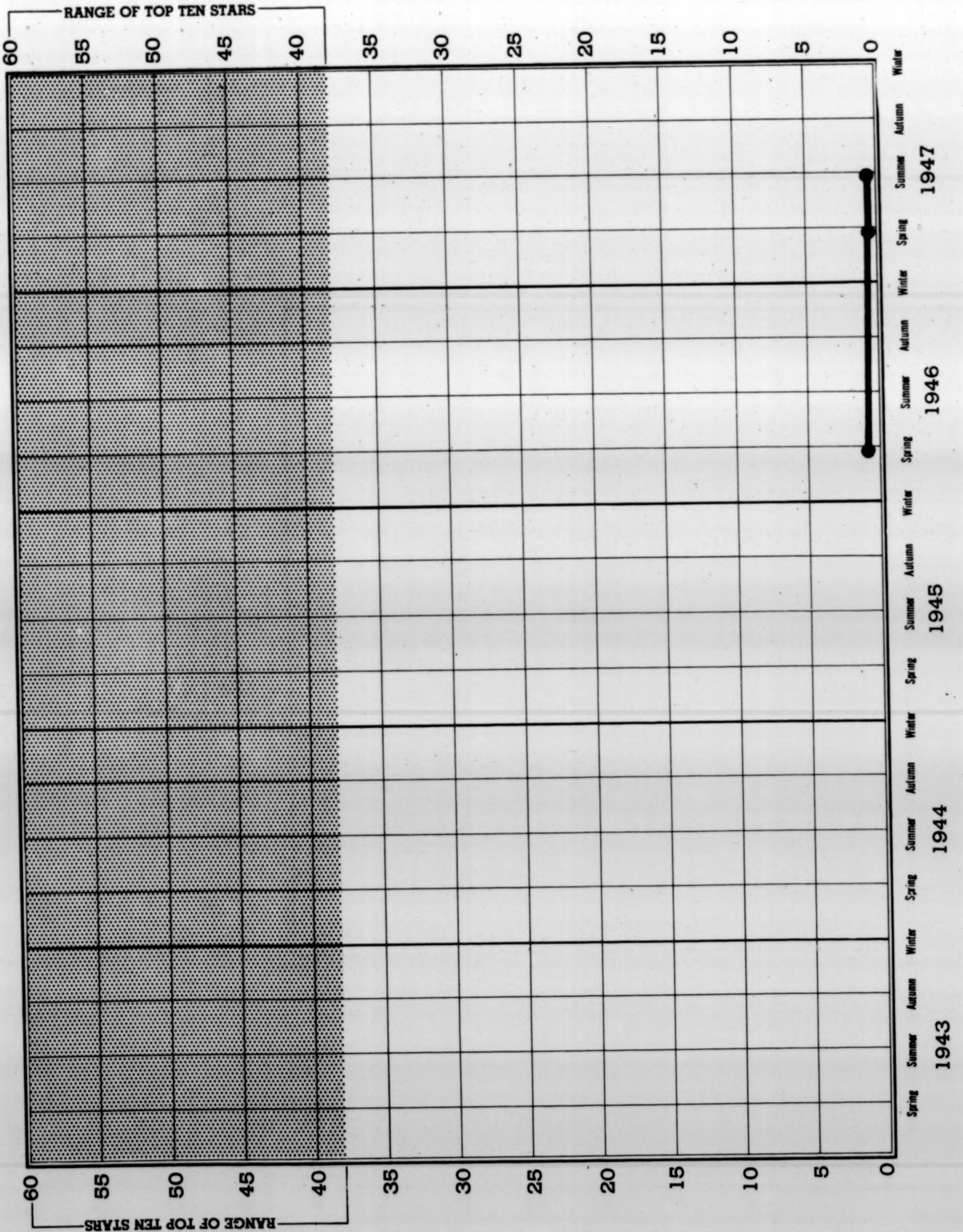
John MILLS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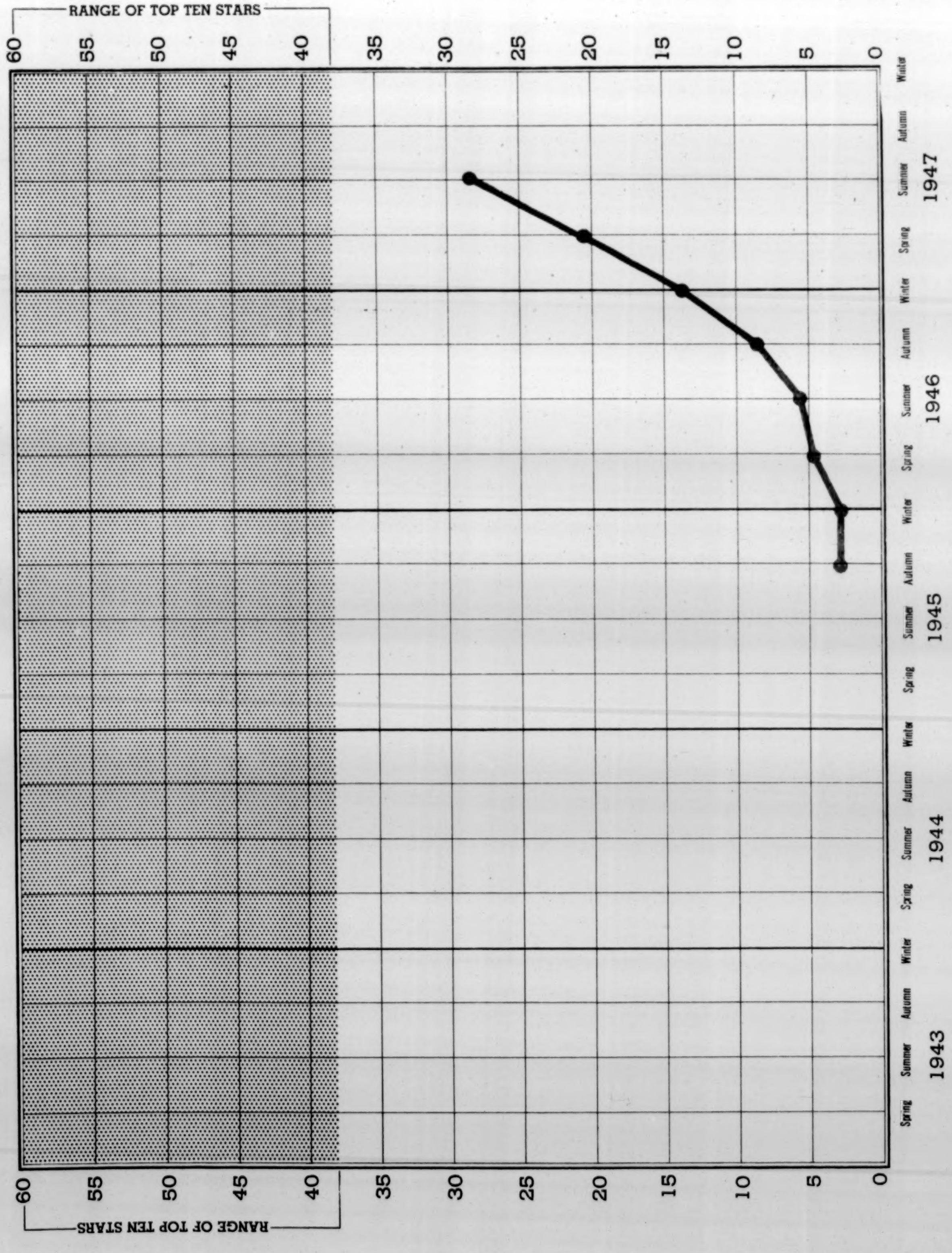

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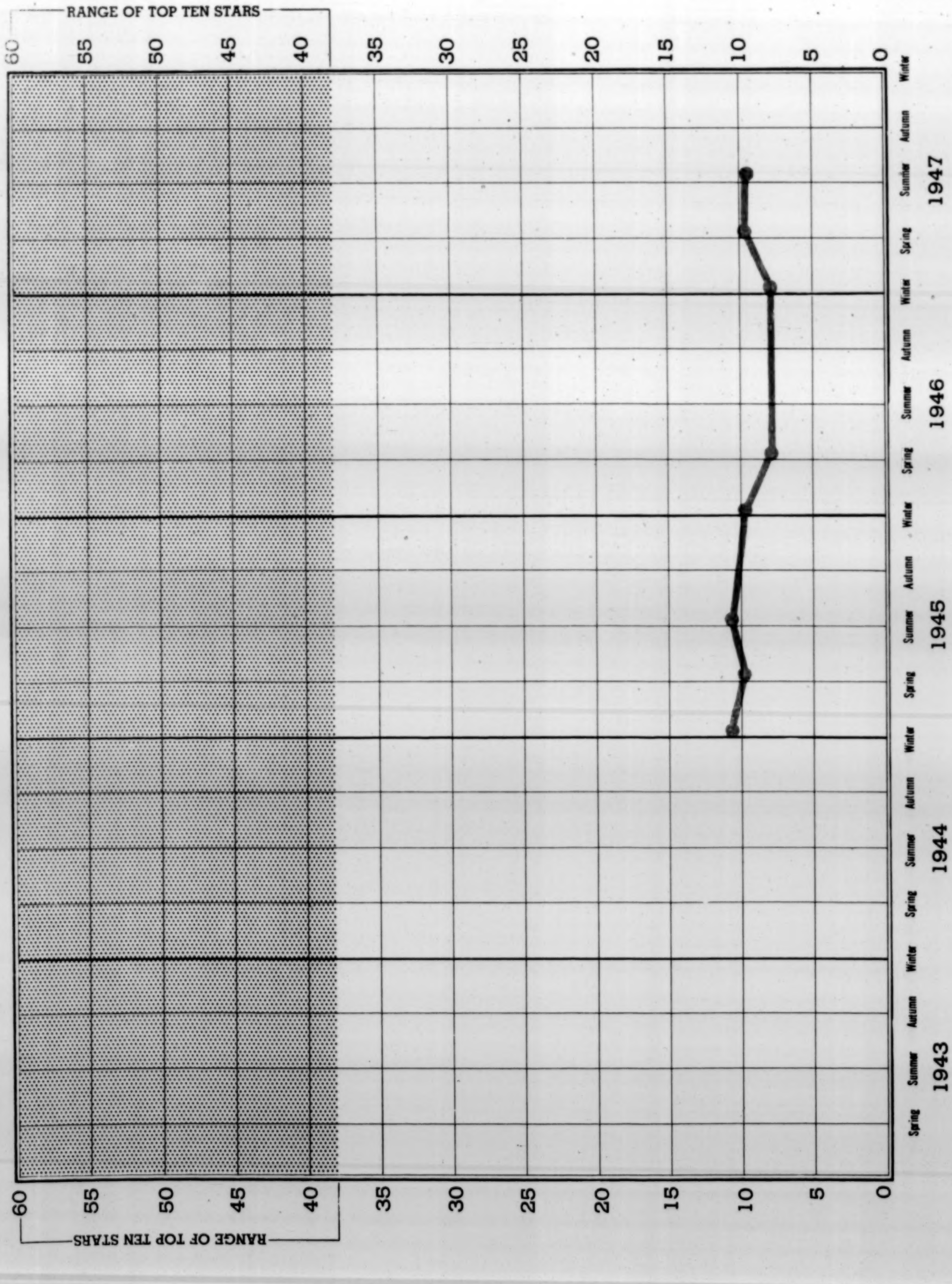

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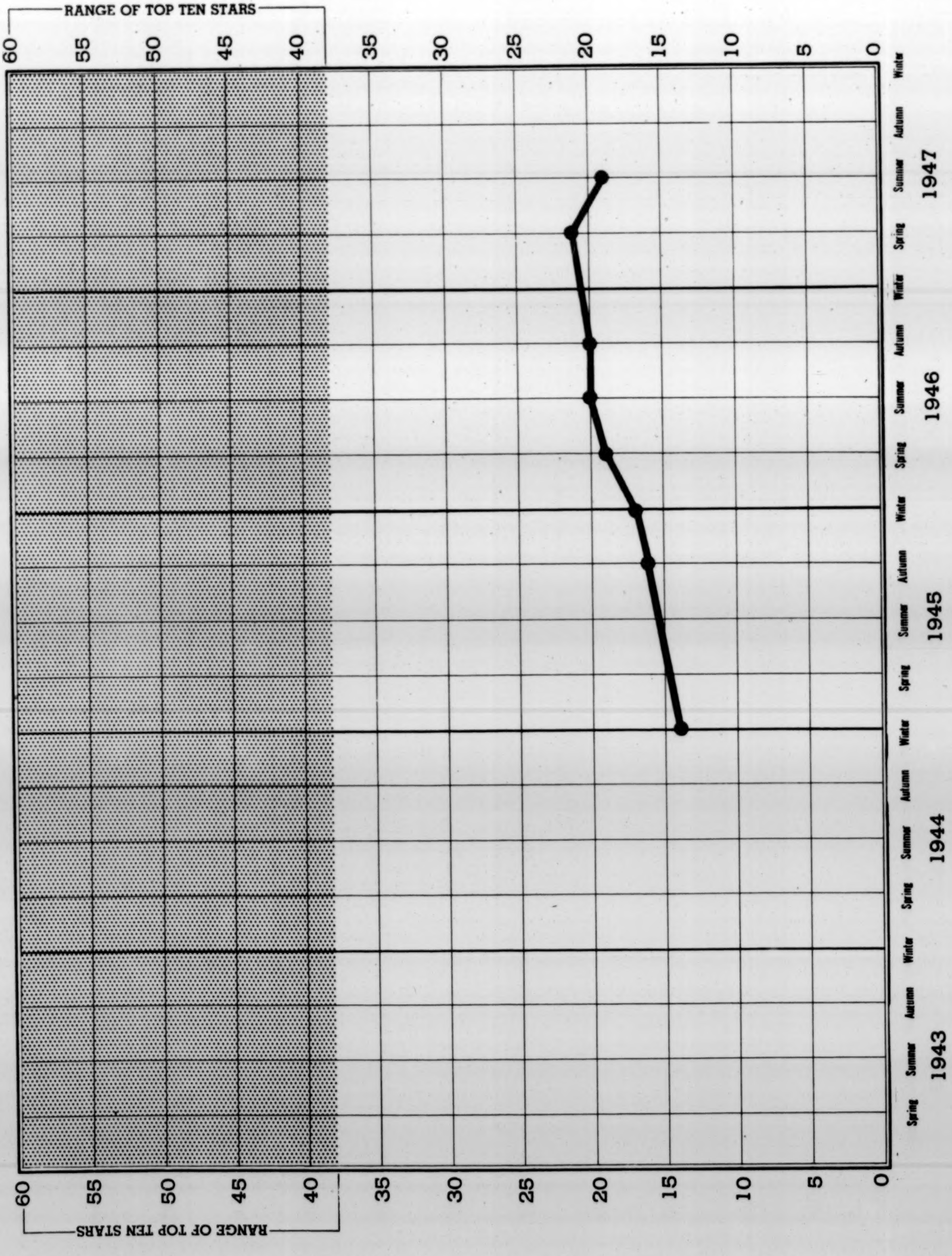

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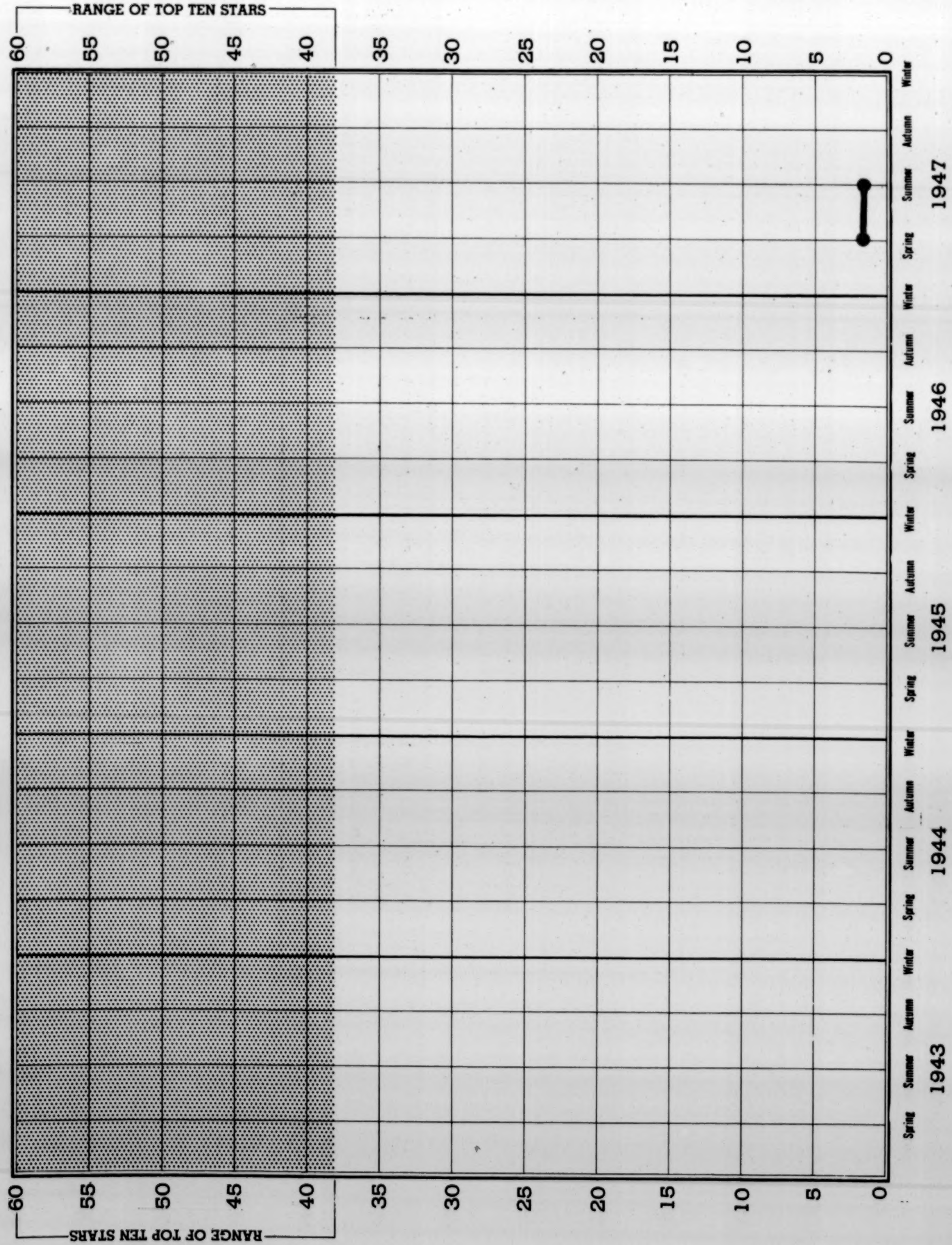

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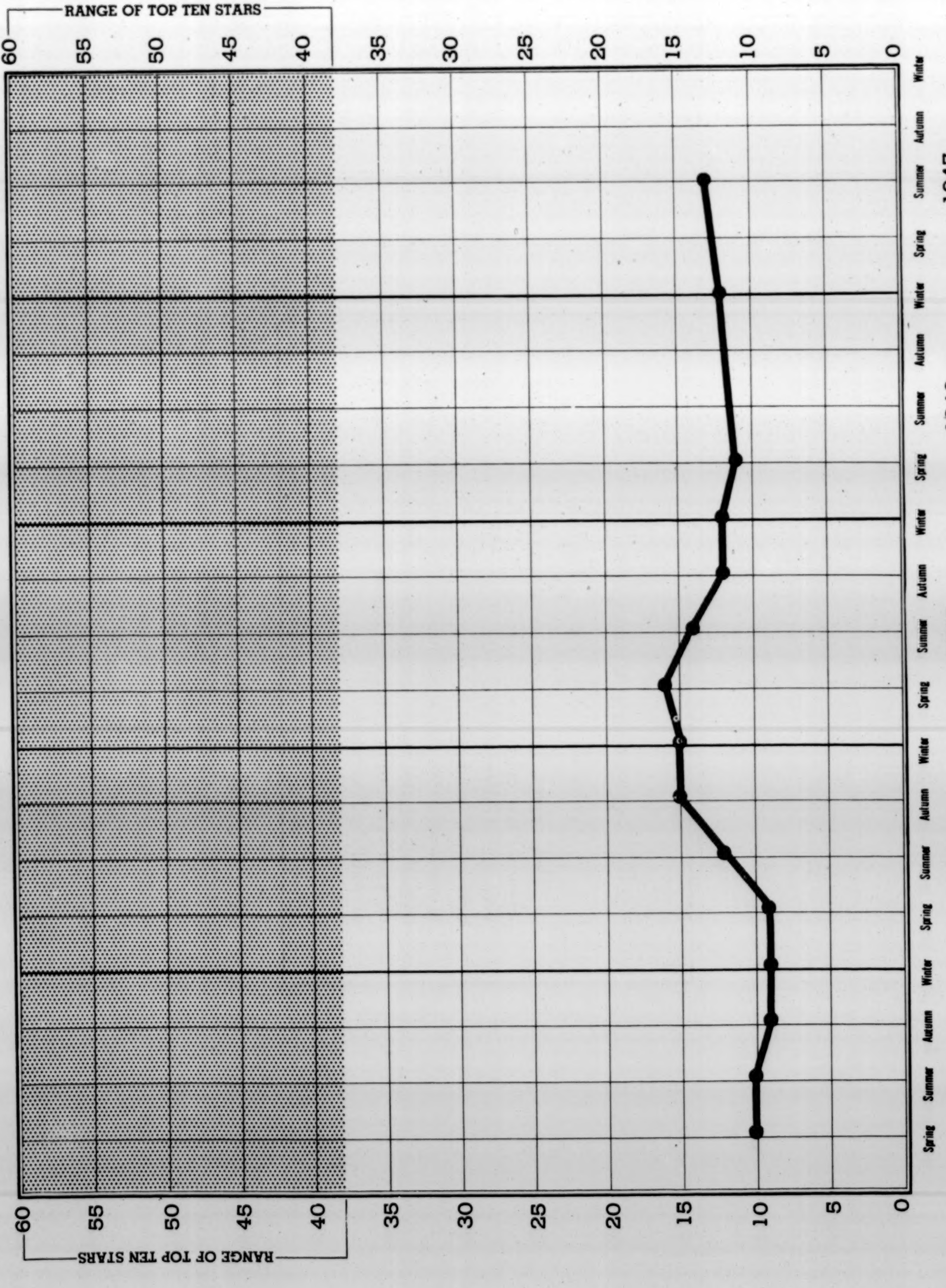

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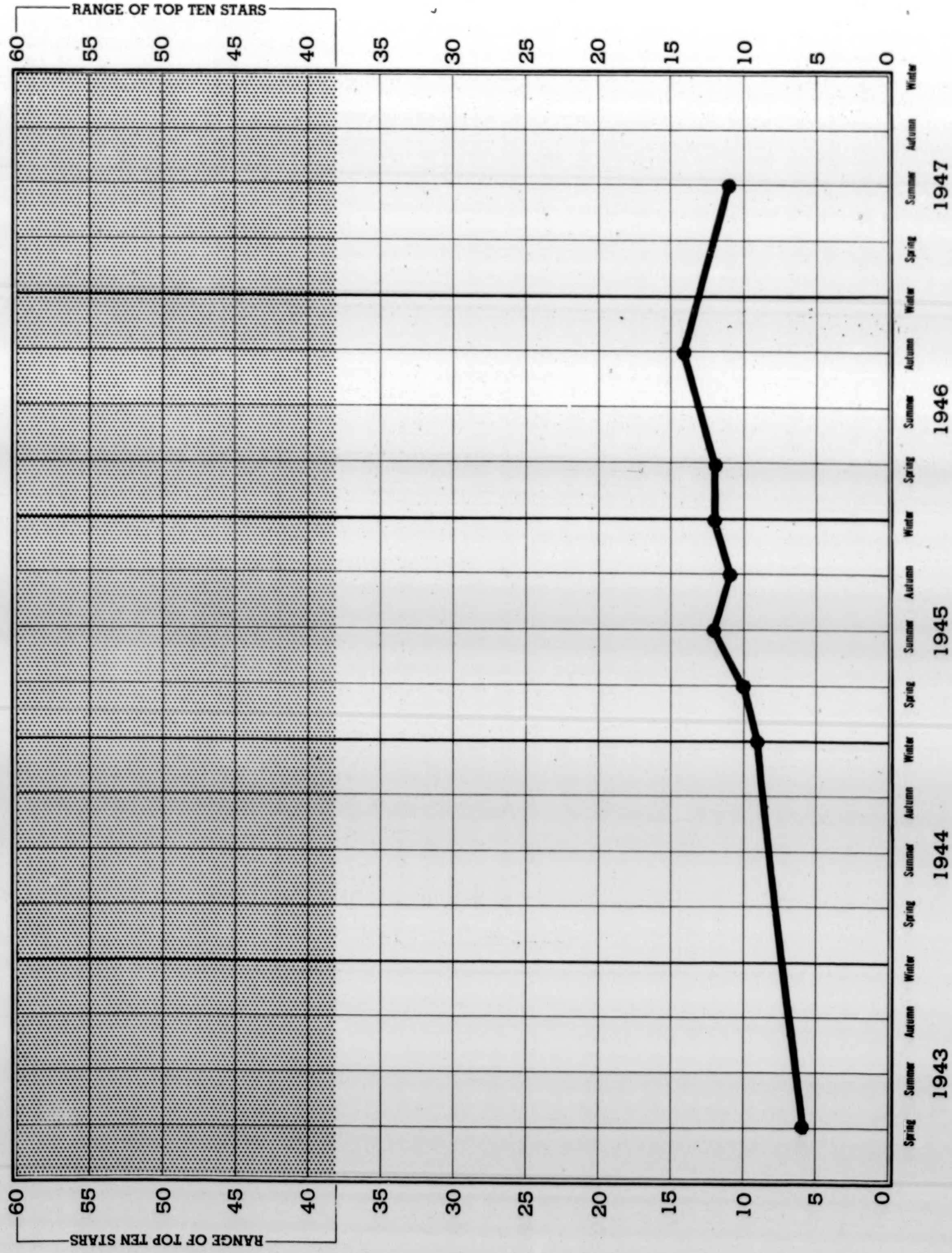

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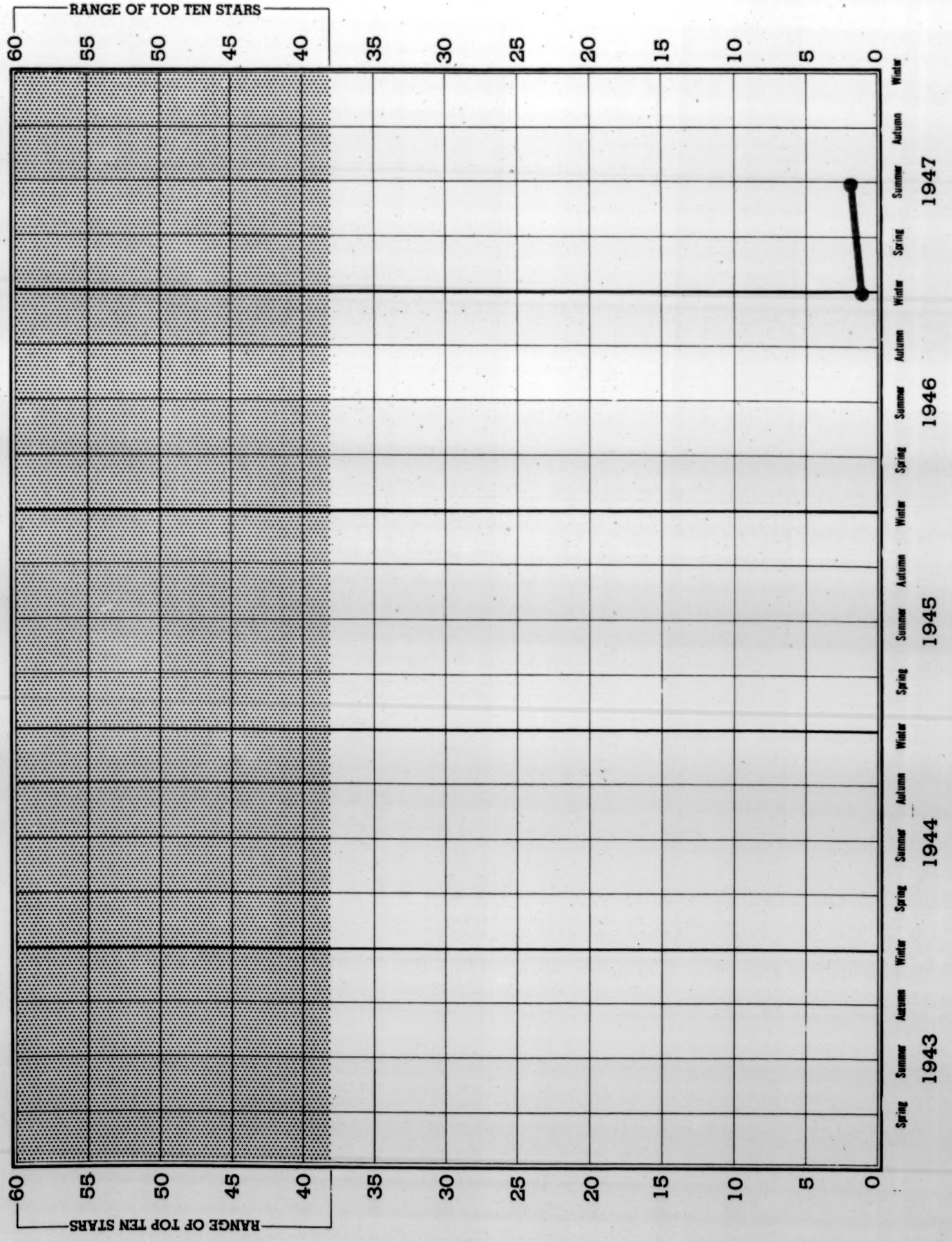

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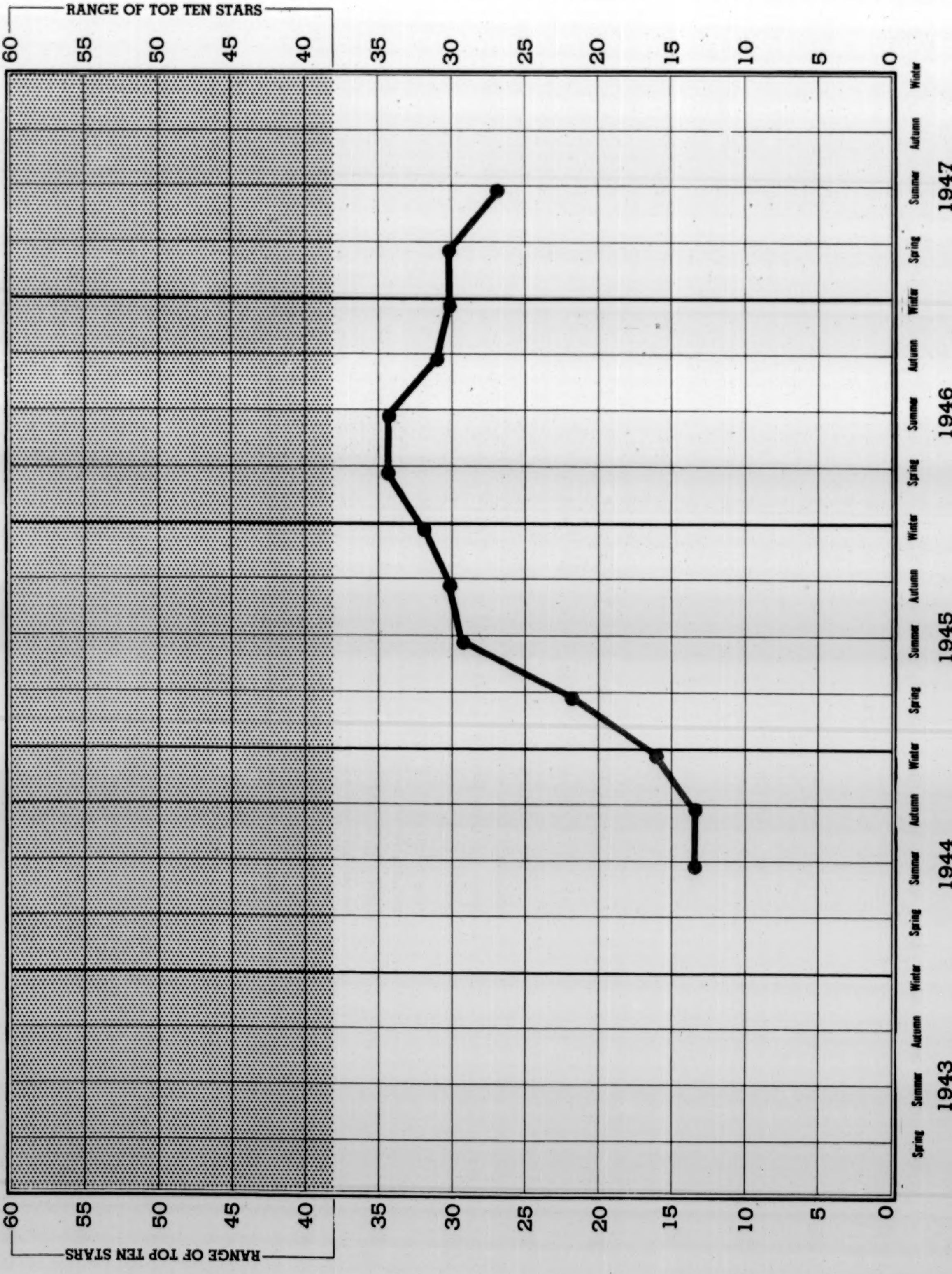

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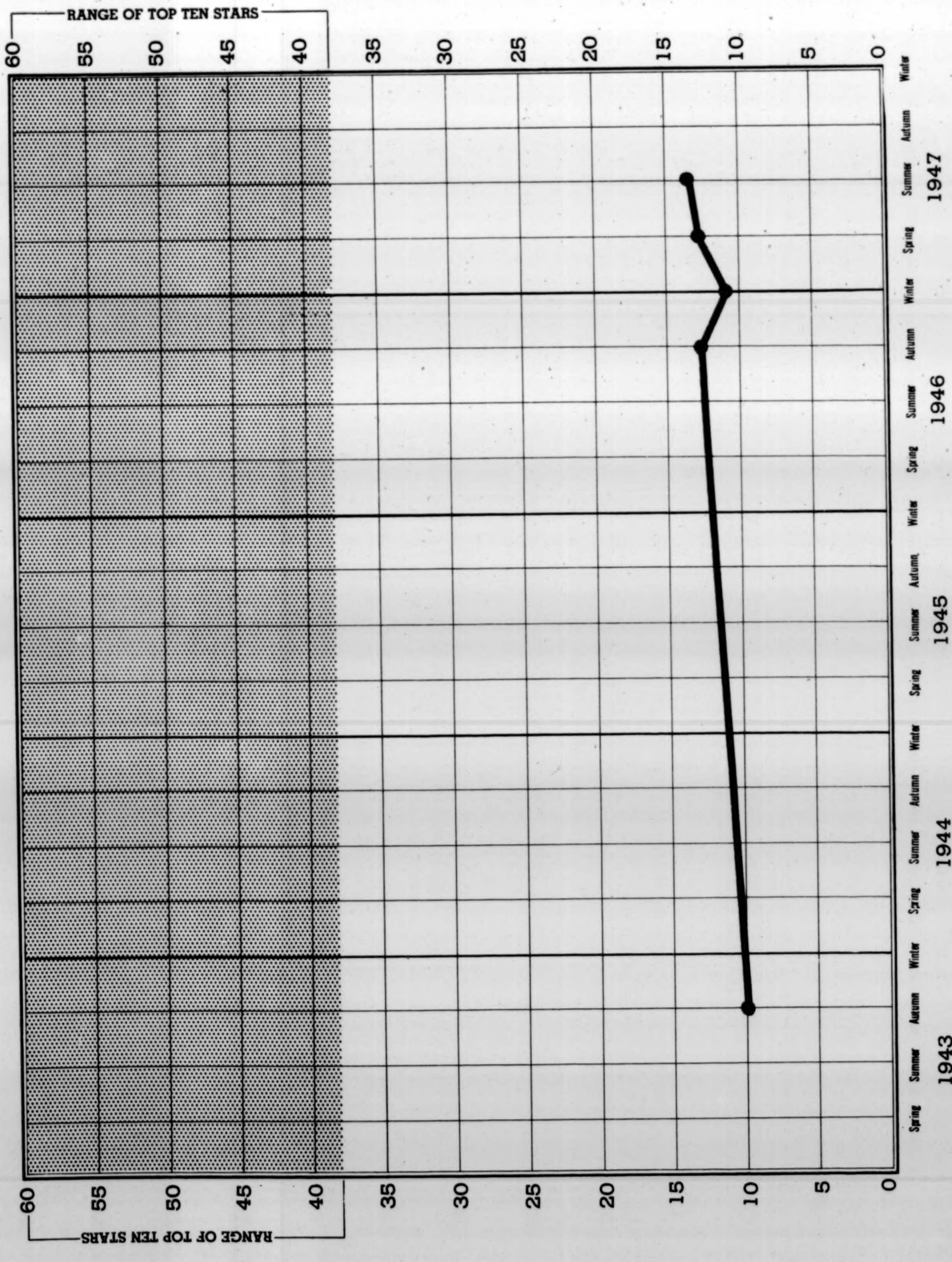

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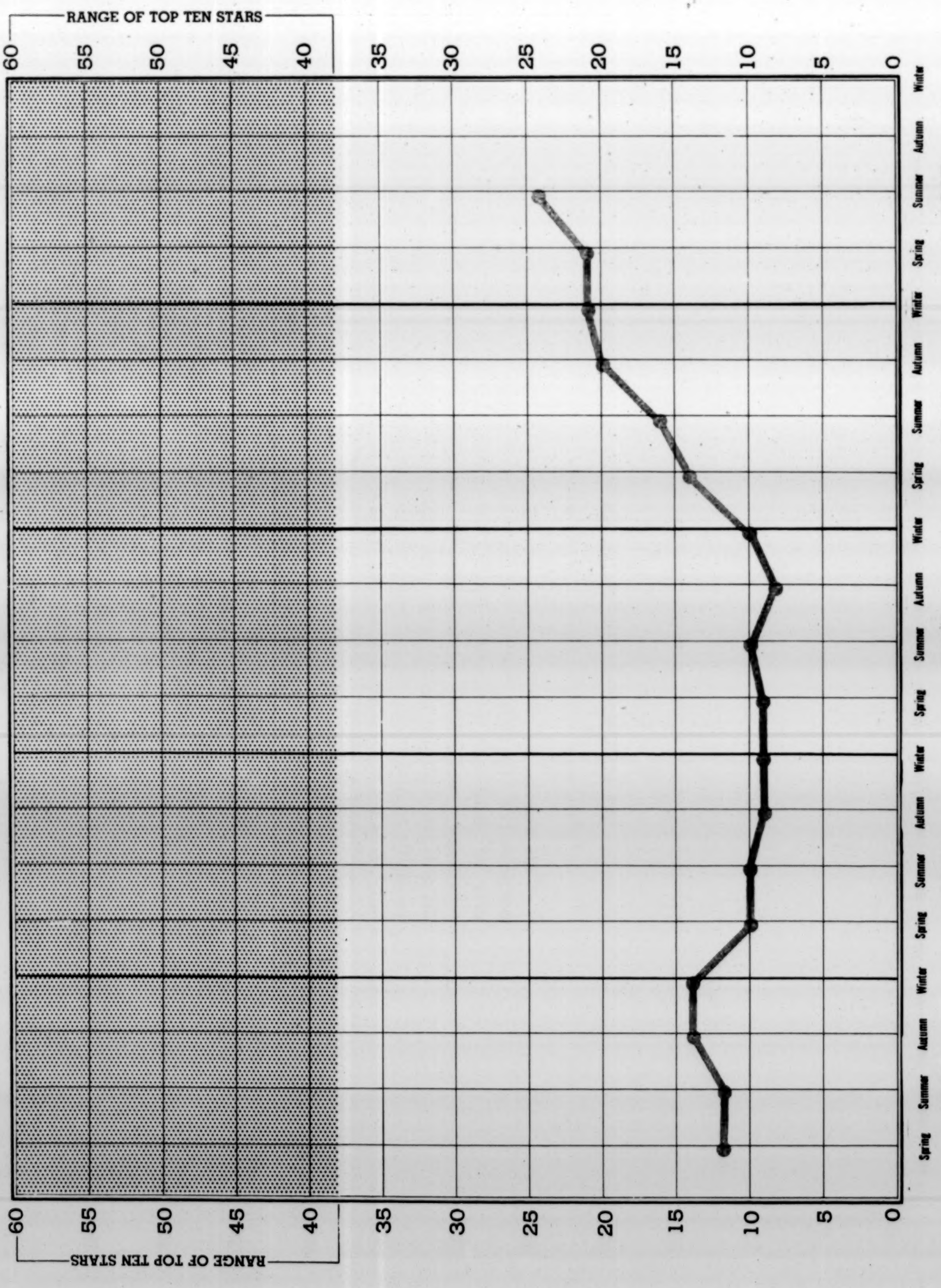

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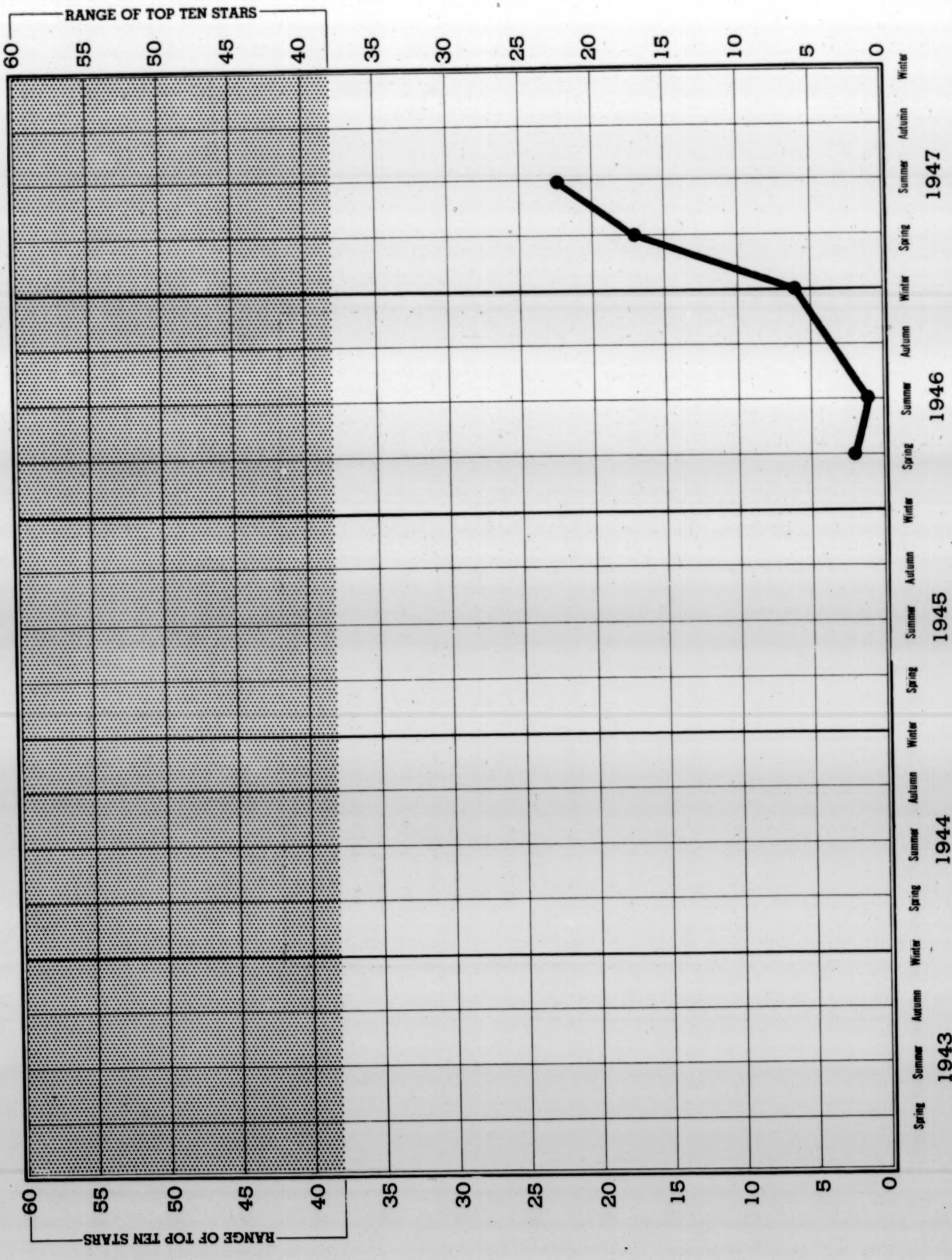
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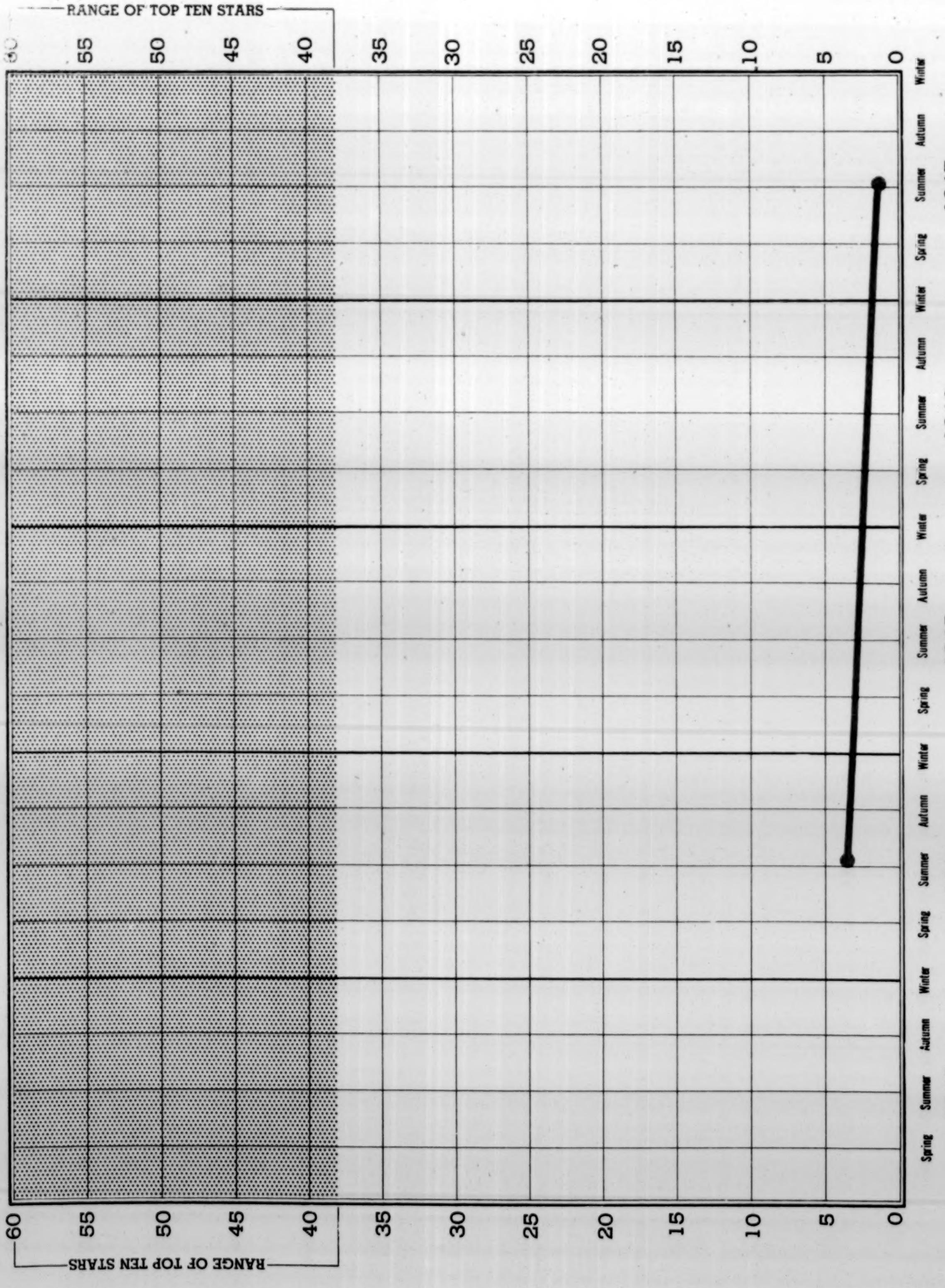

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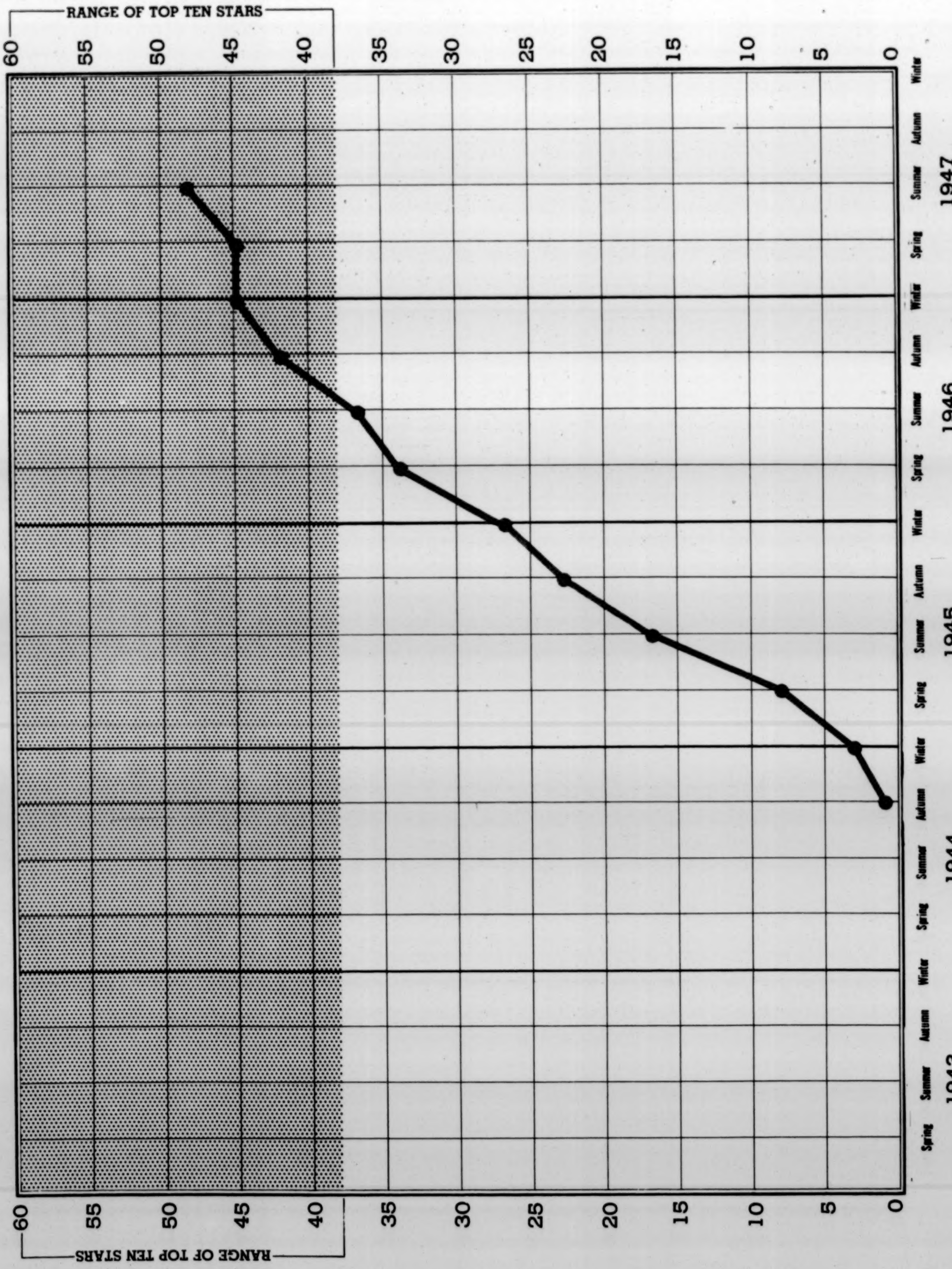

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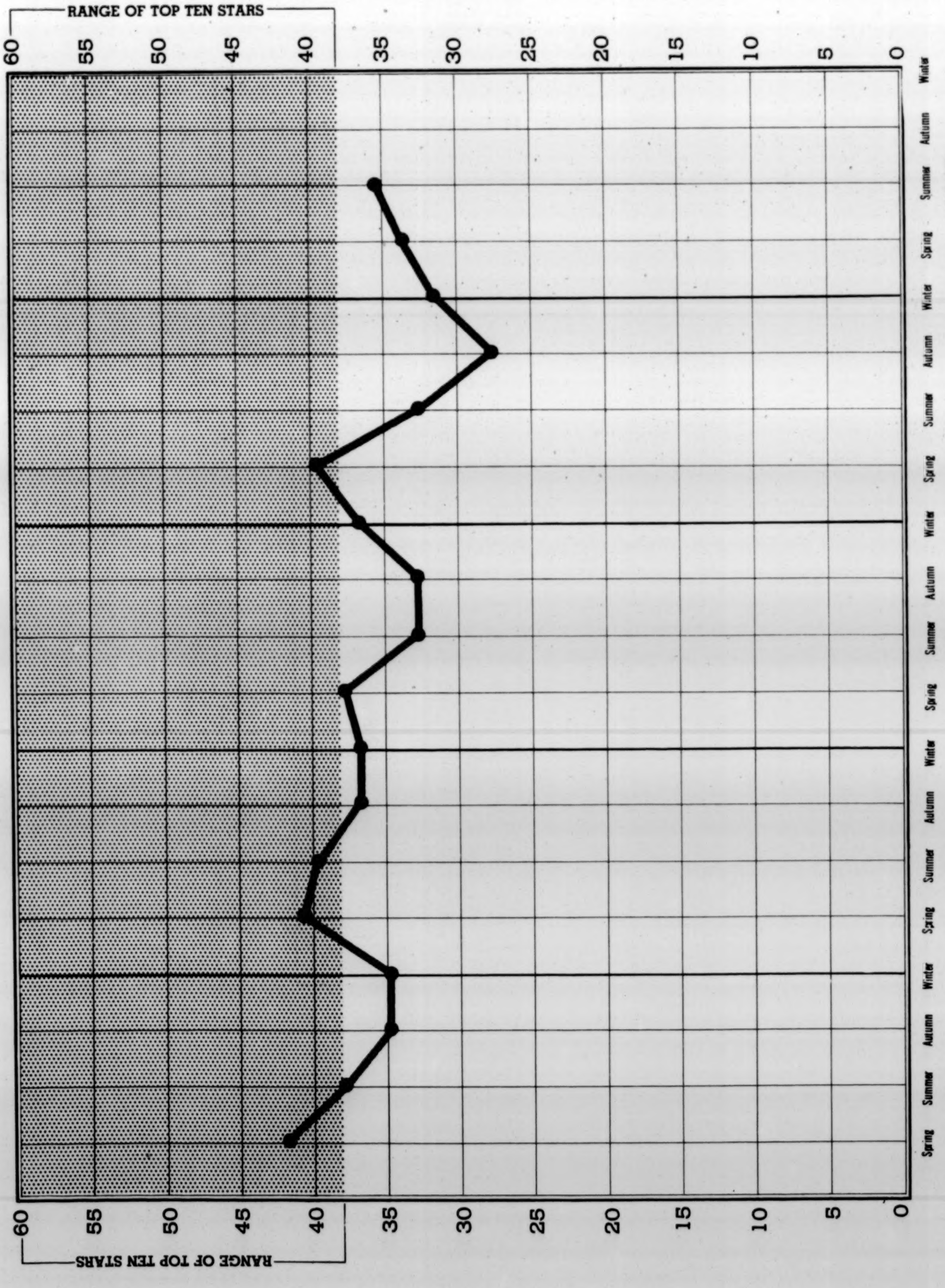
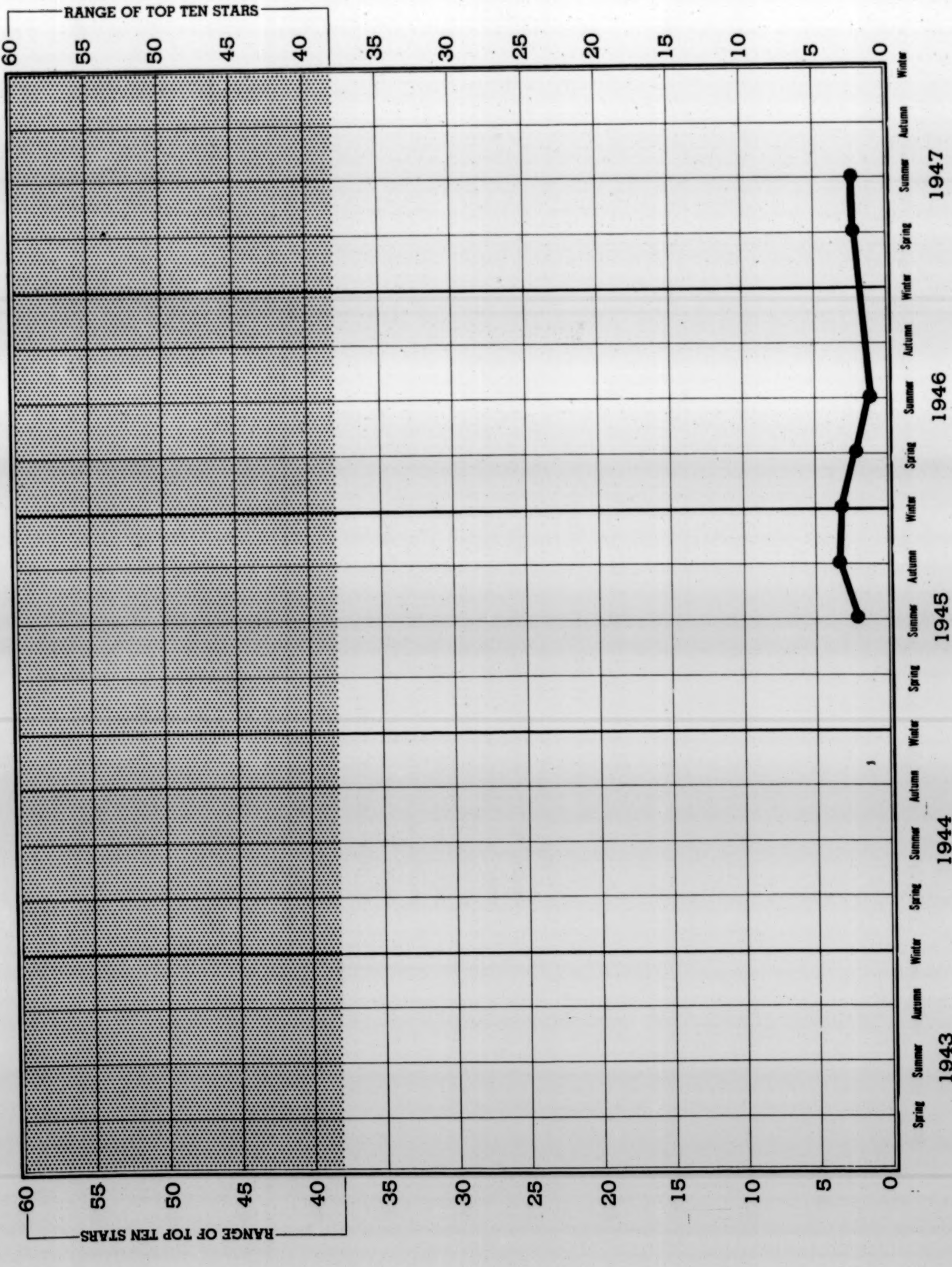


Marc PLATT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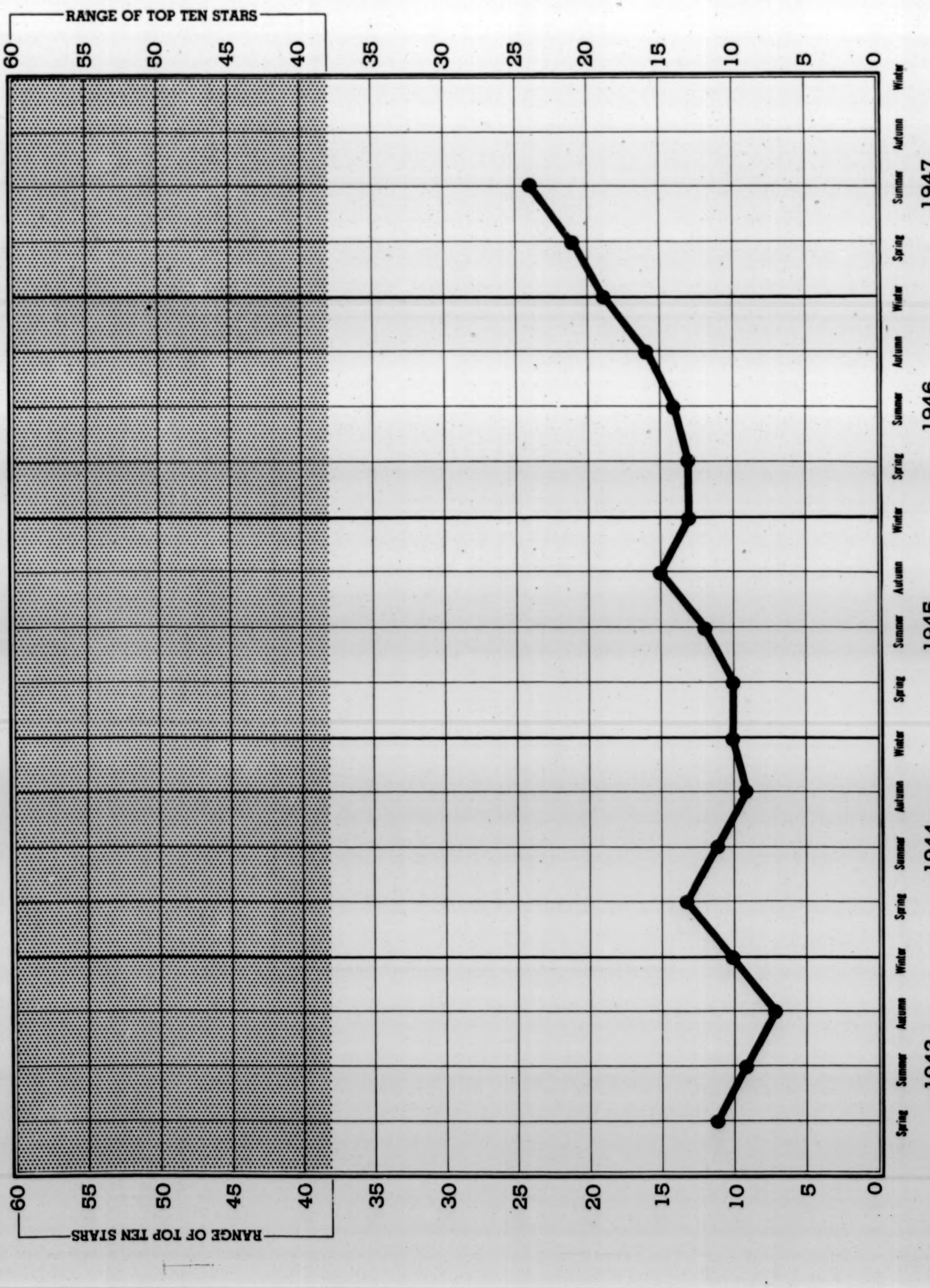
Dick POWELL



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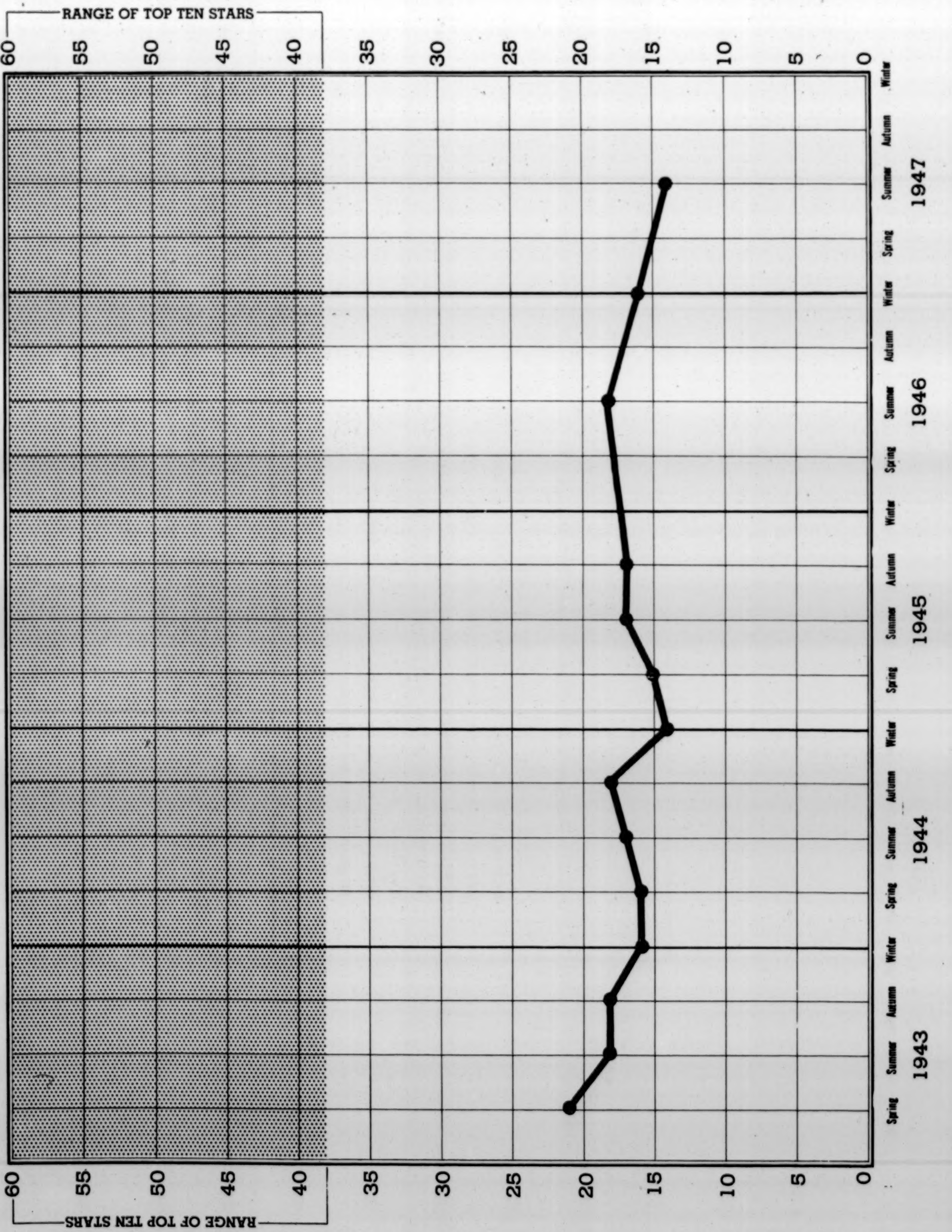
William POWELL



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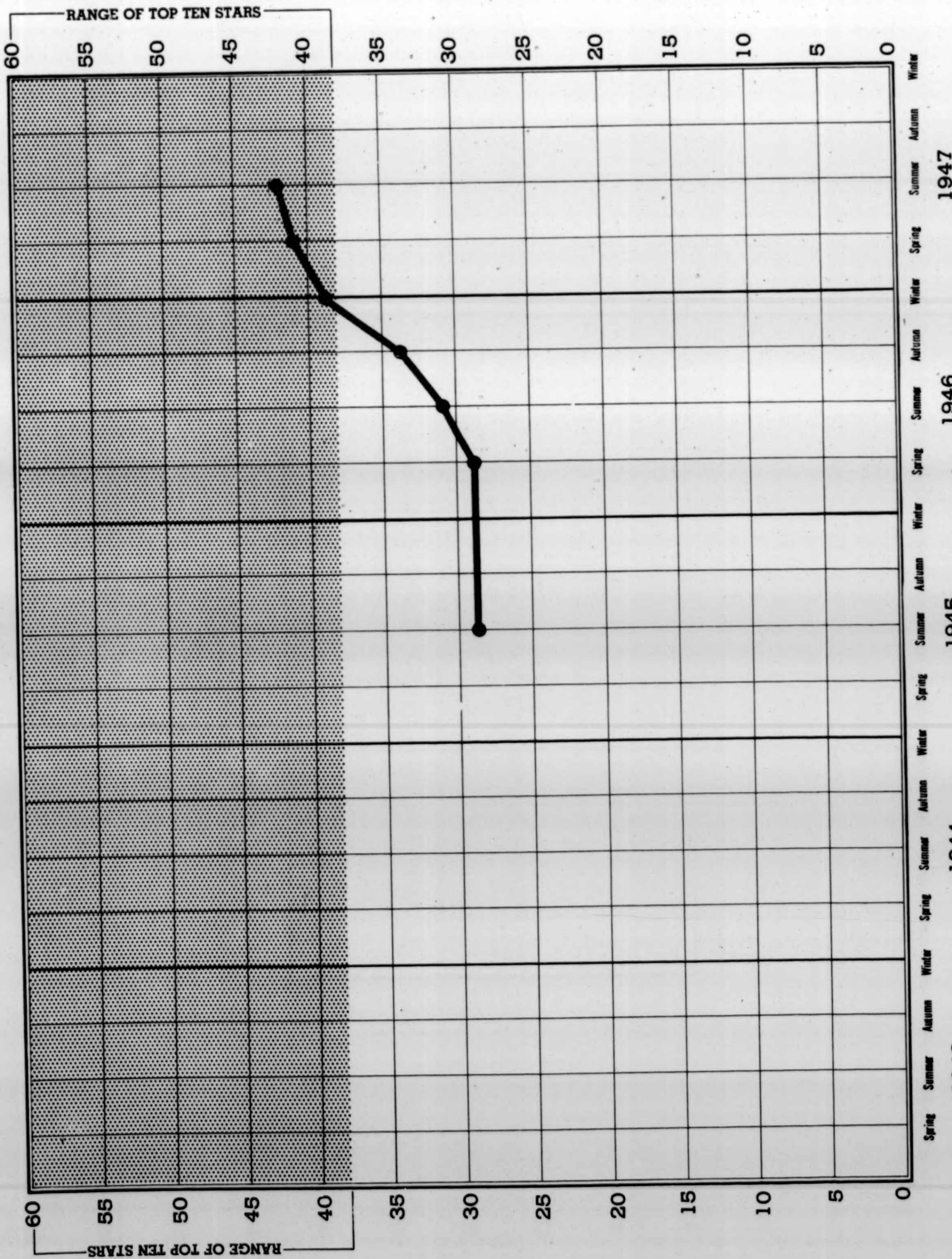

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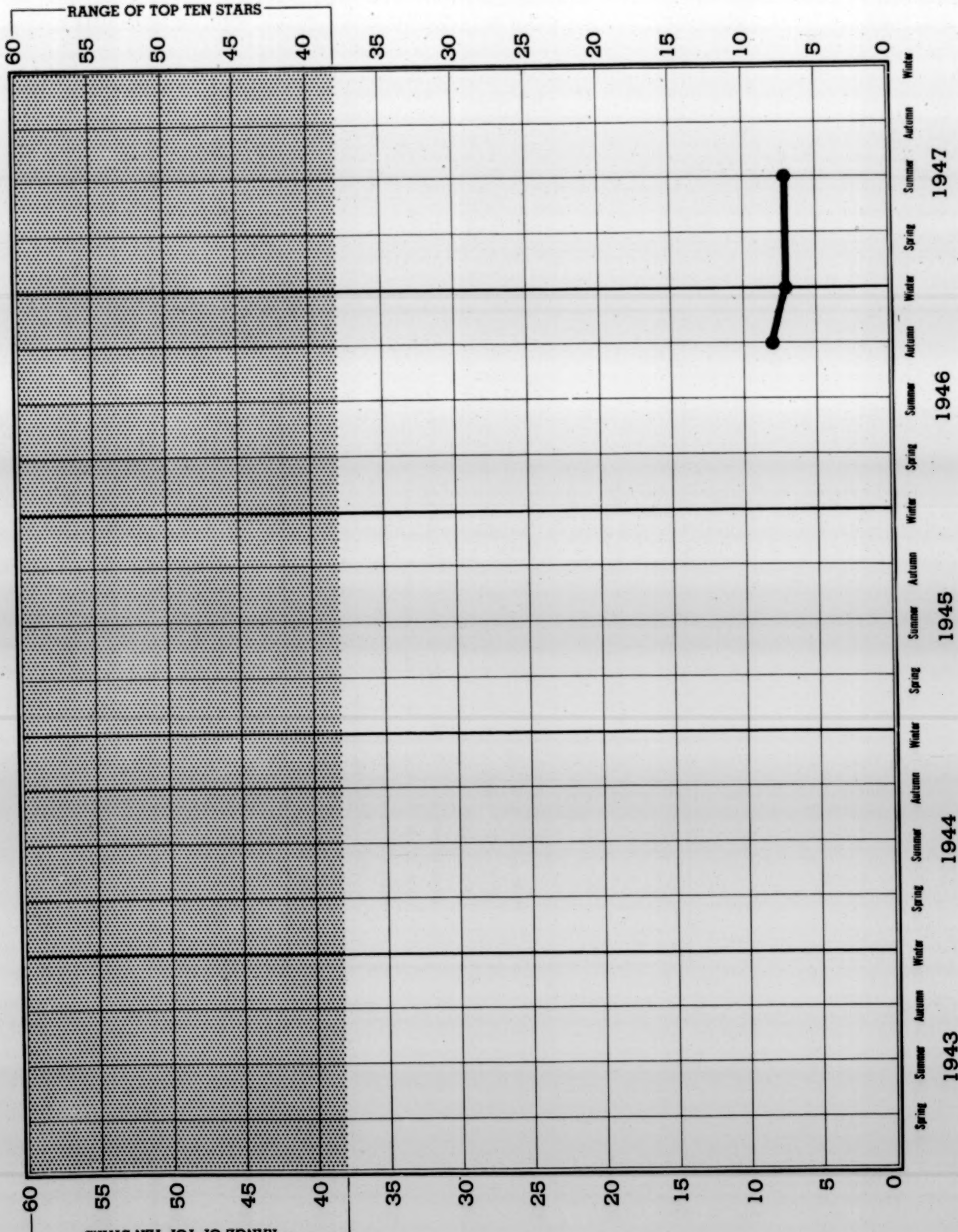
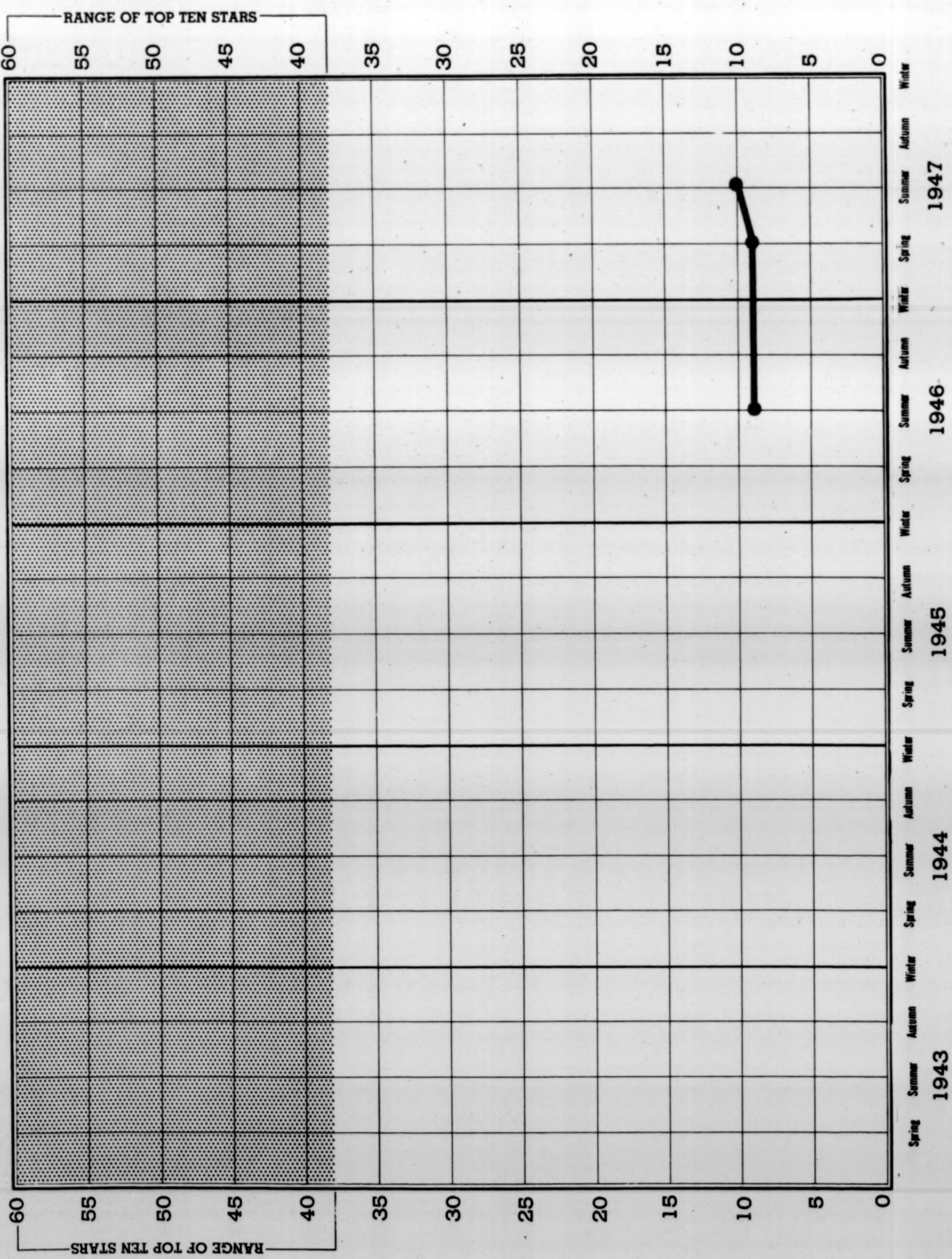


Vincent PRICE



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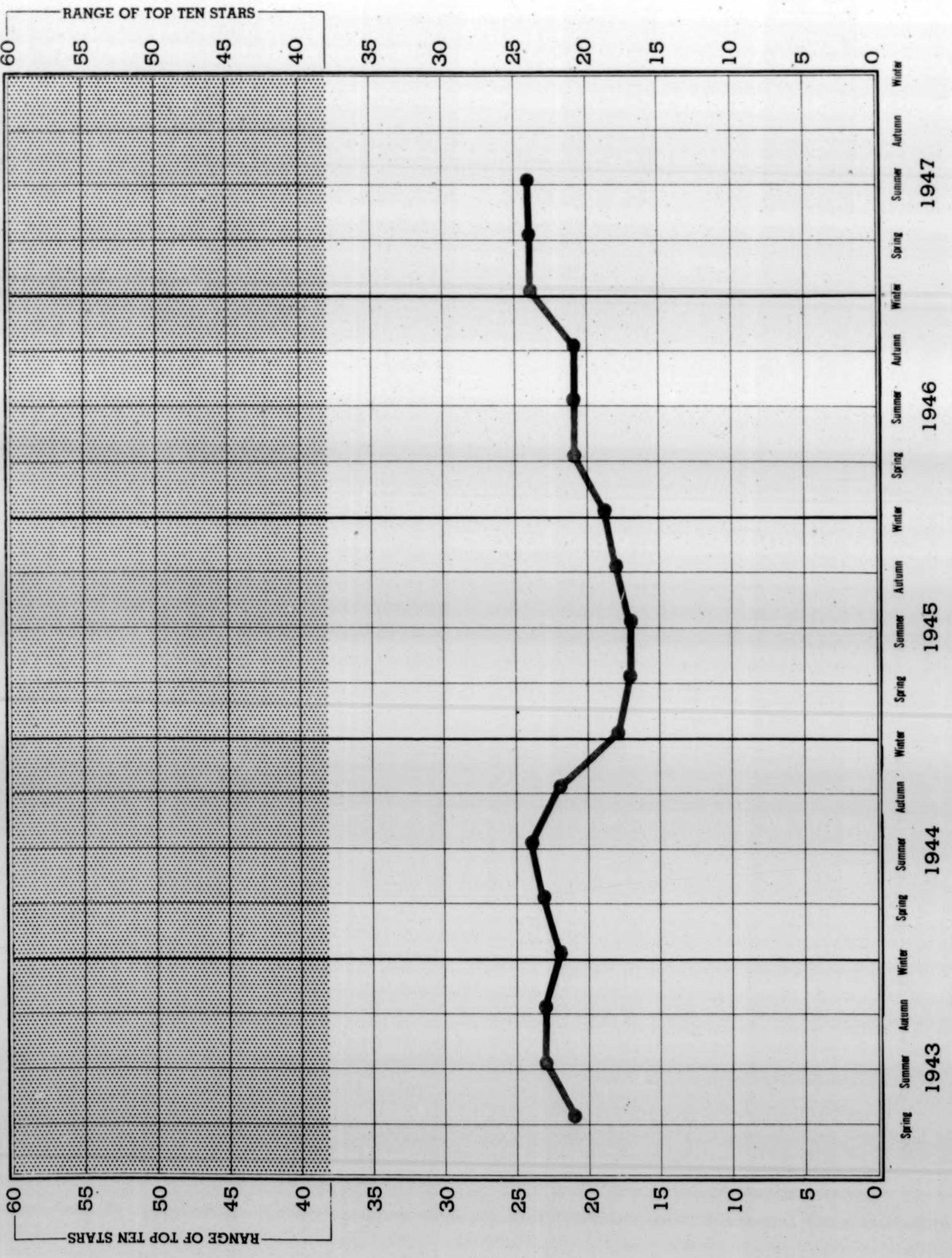
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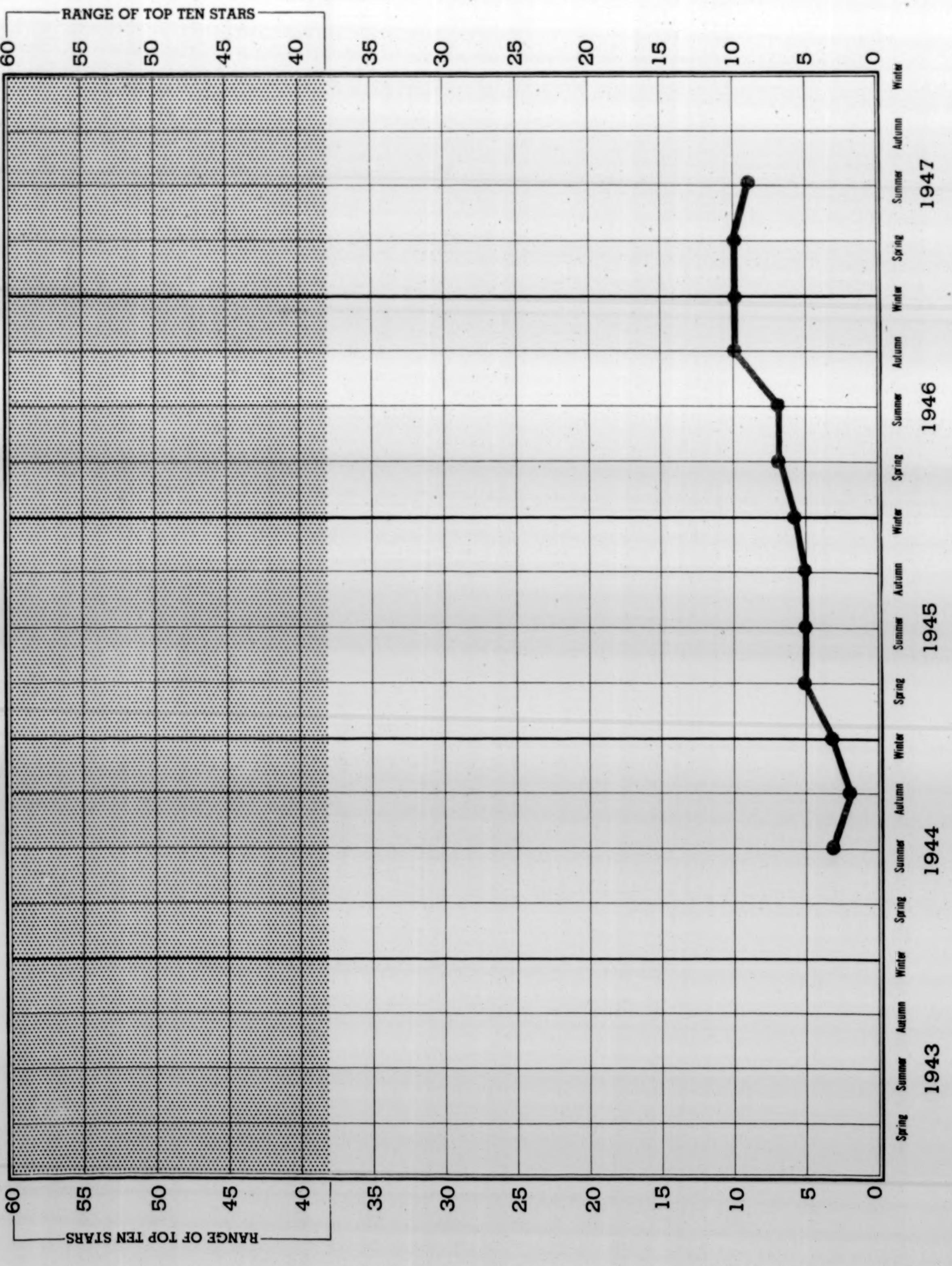
Ella RAINES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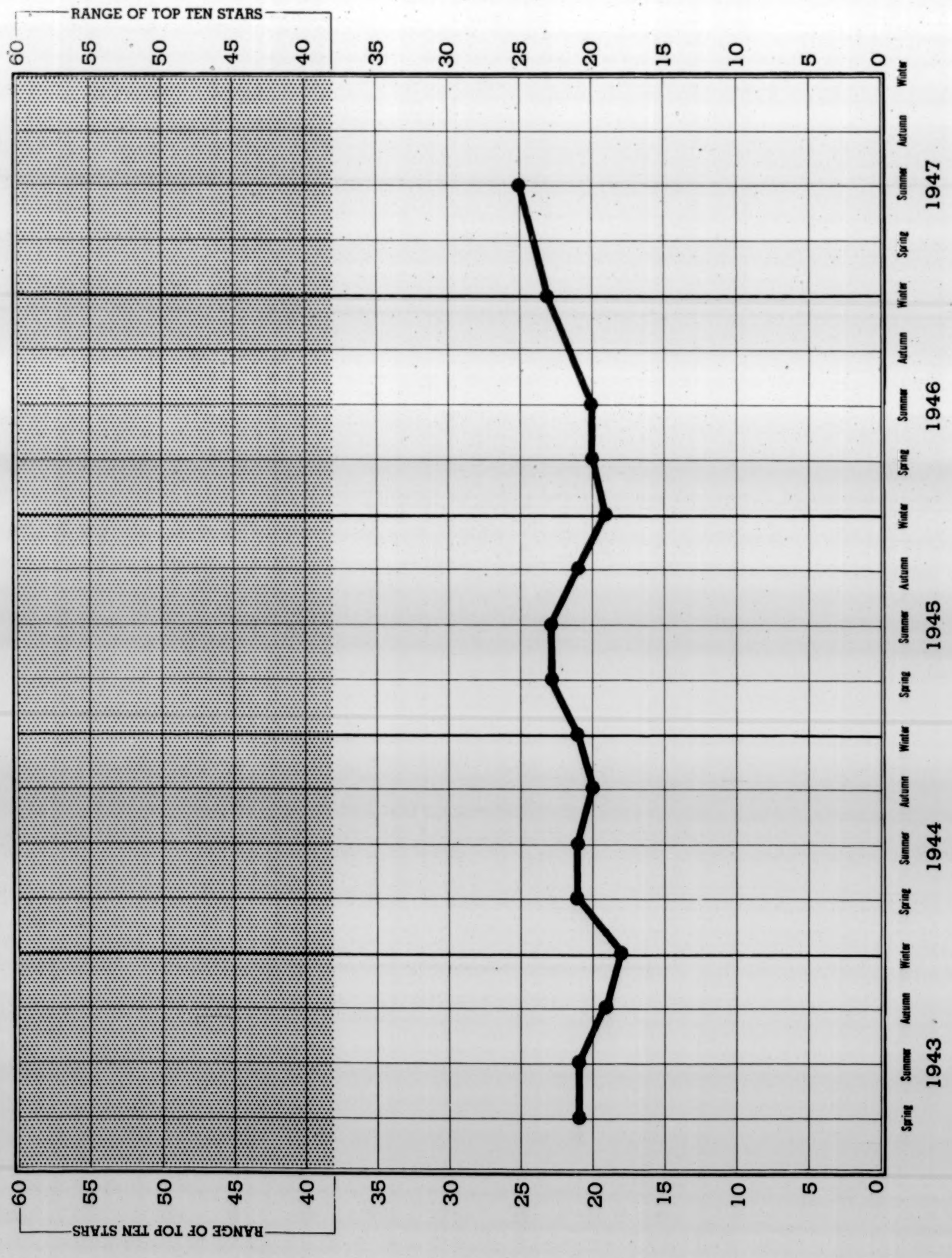
Edward G. ROBINSON



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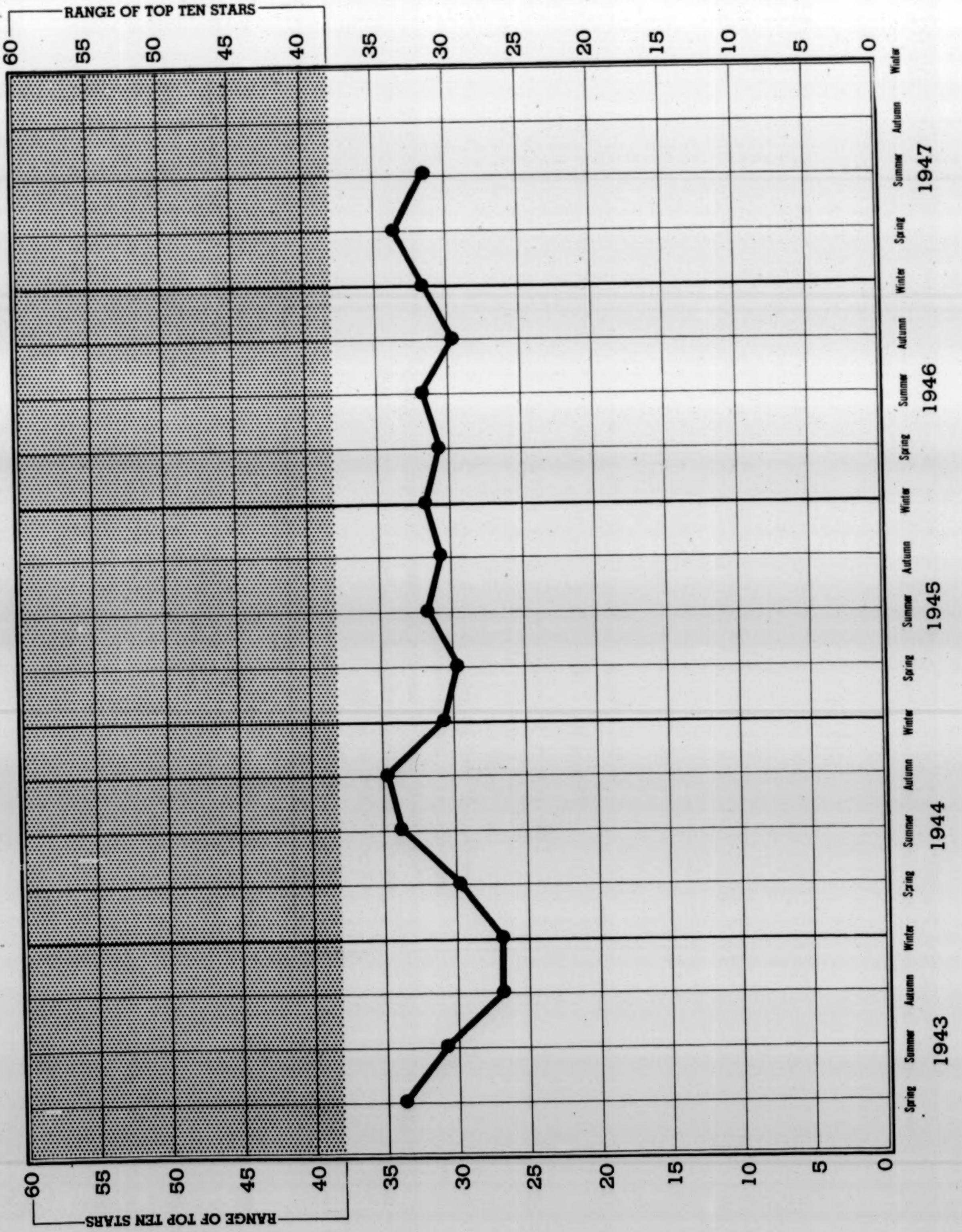

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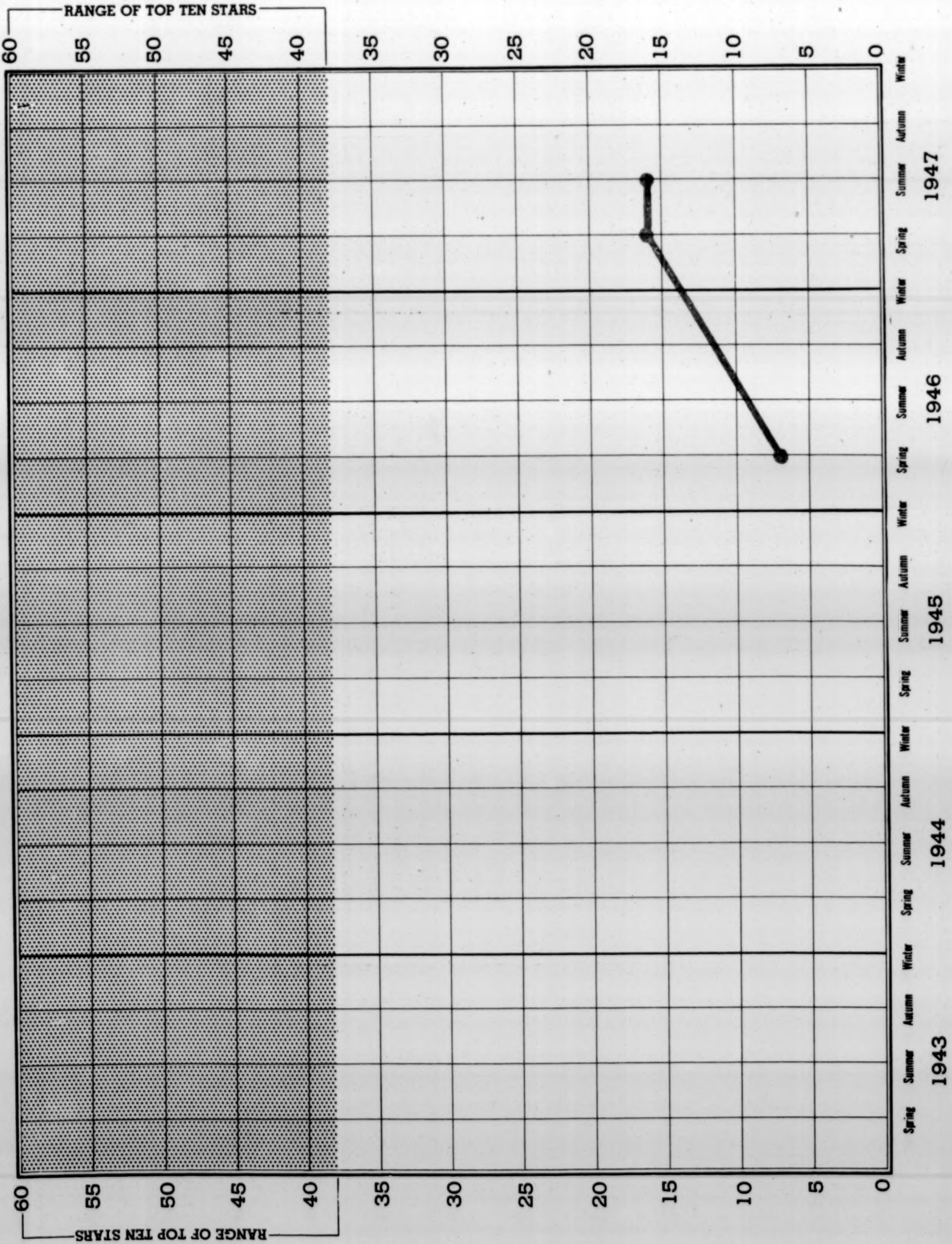
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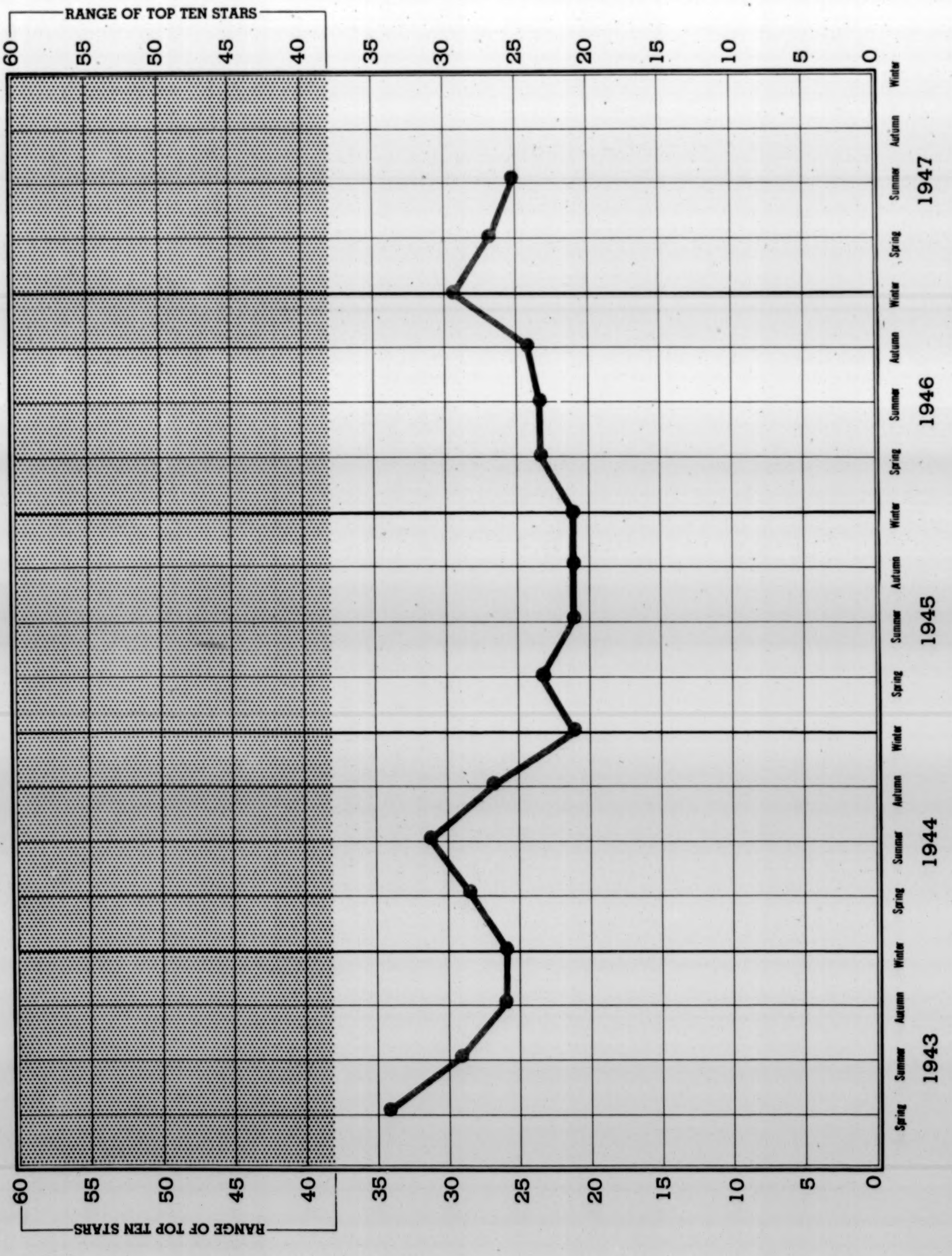
Rosalind RUSSELL



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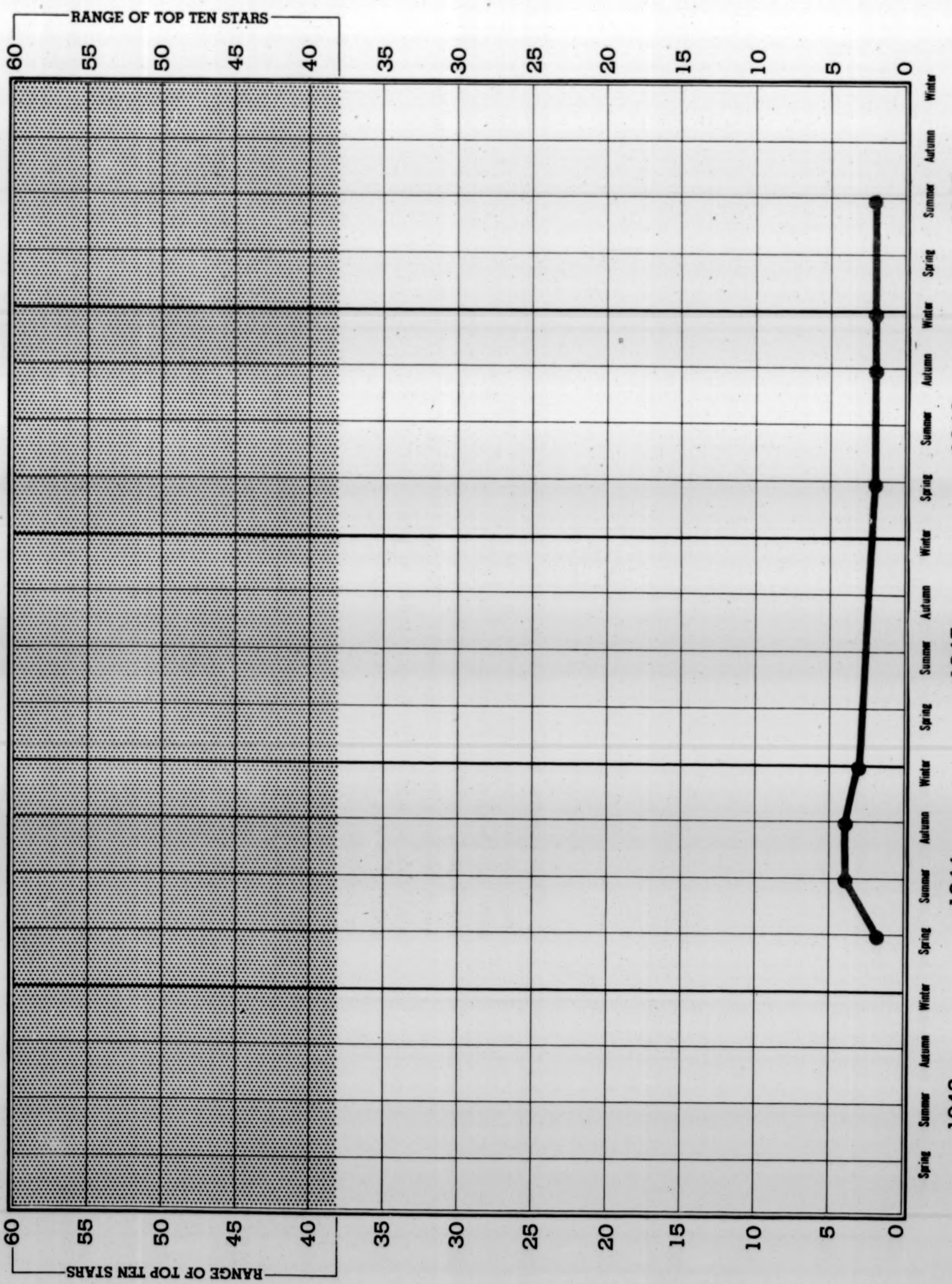

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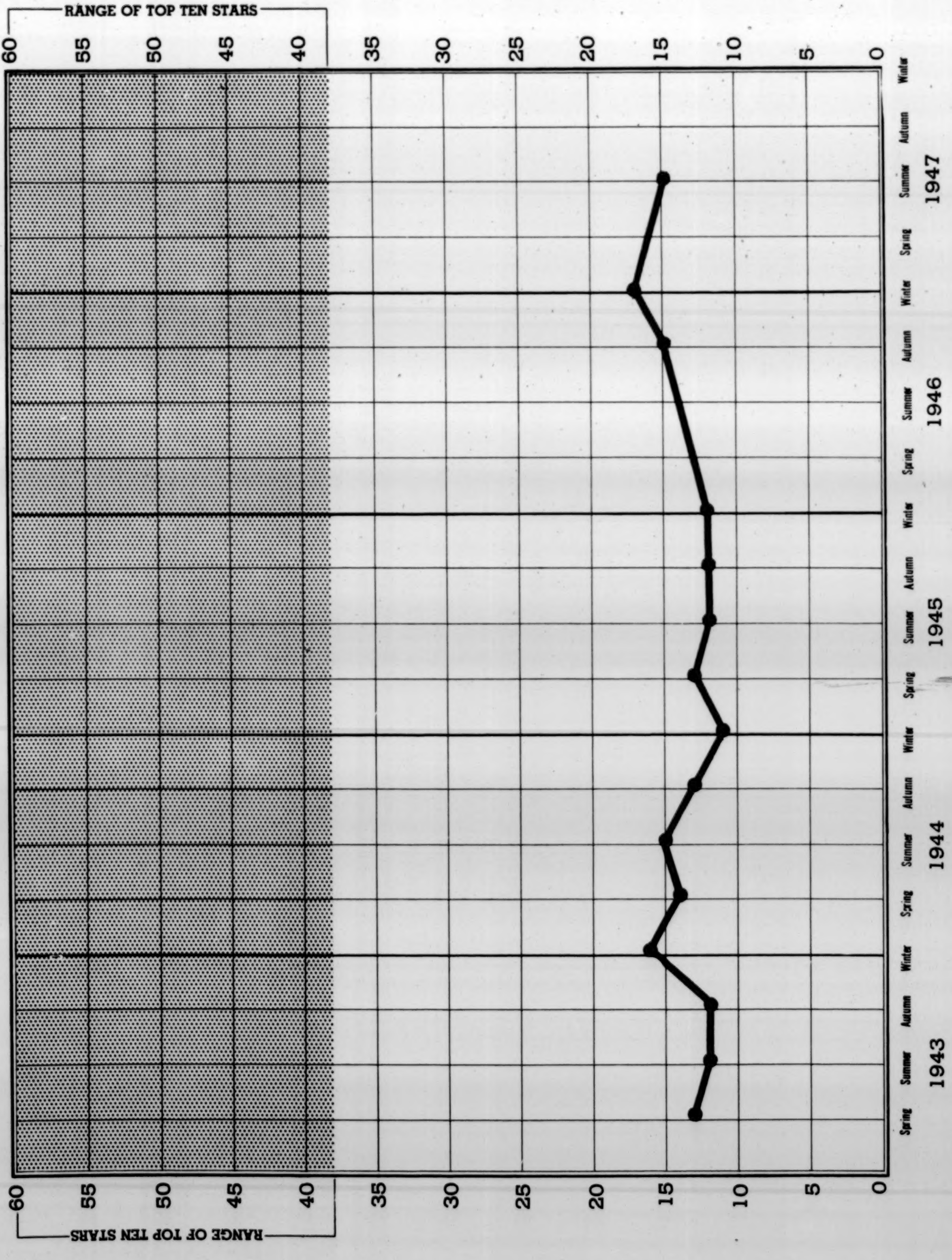
George SANDERS



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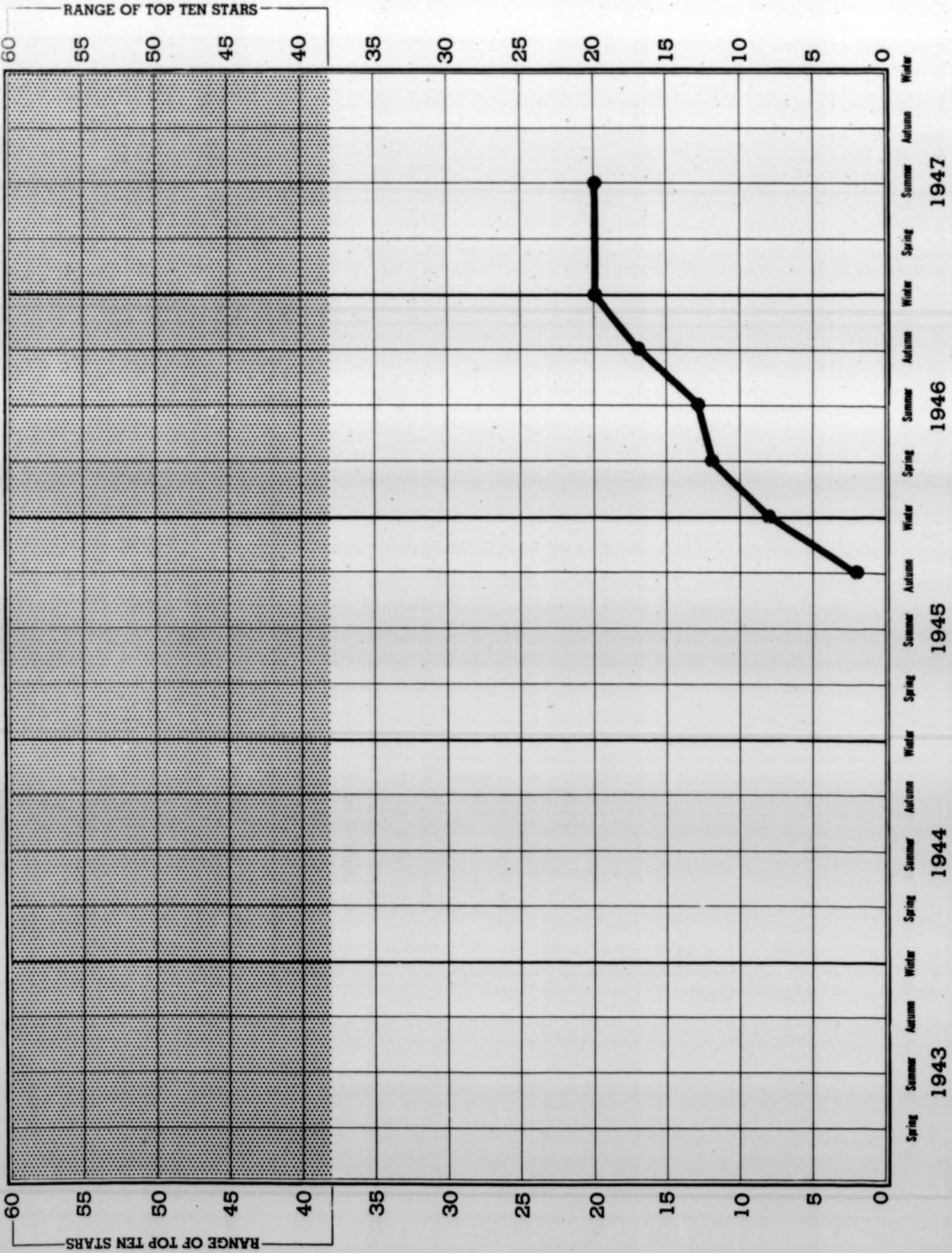

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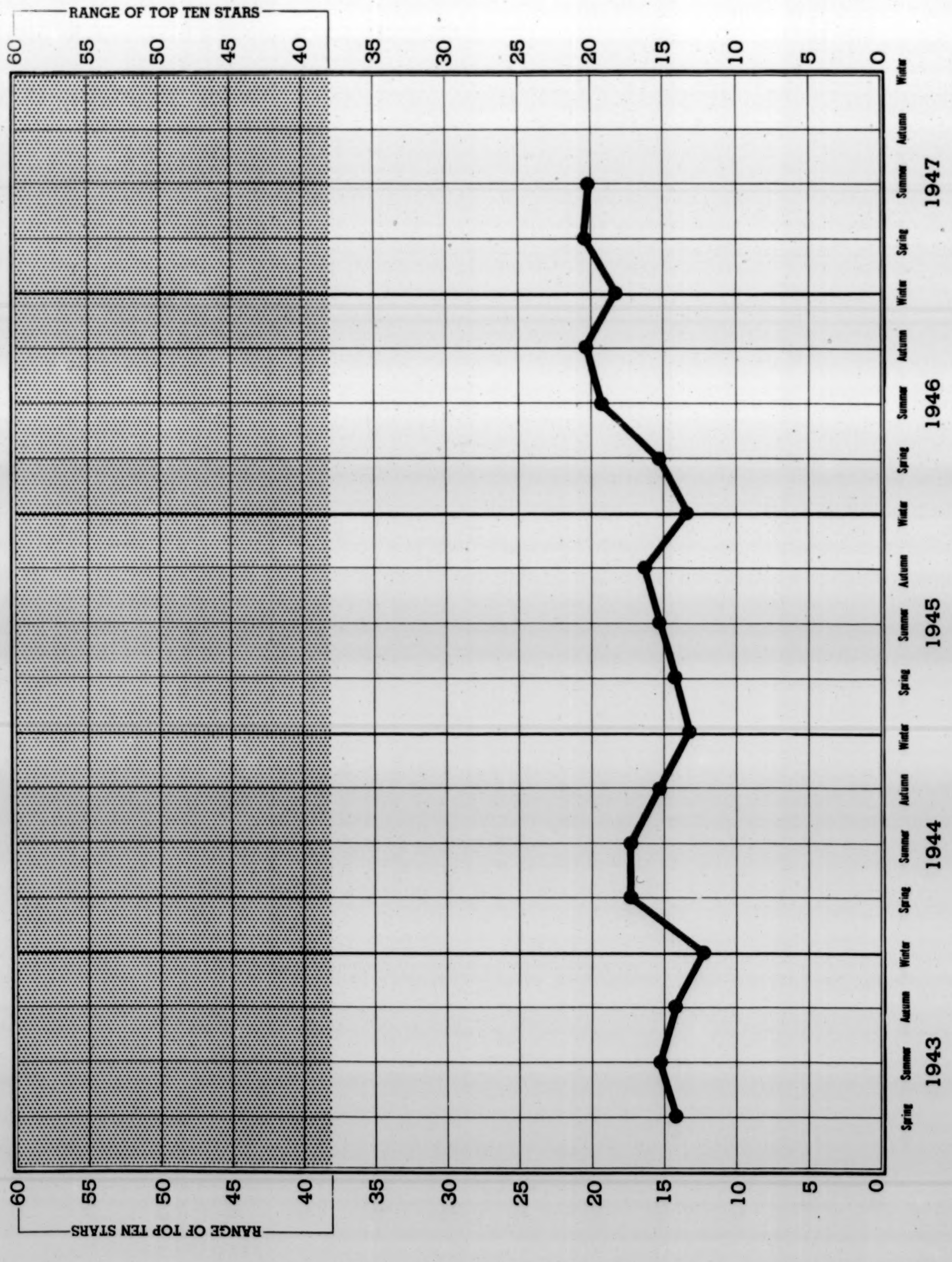

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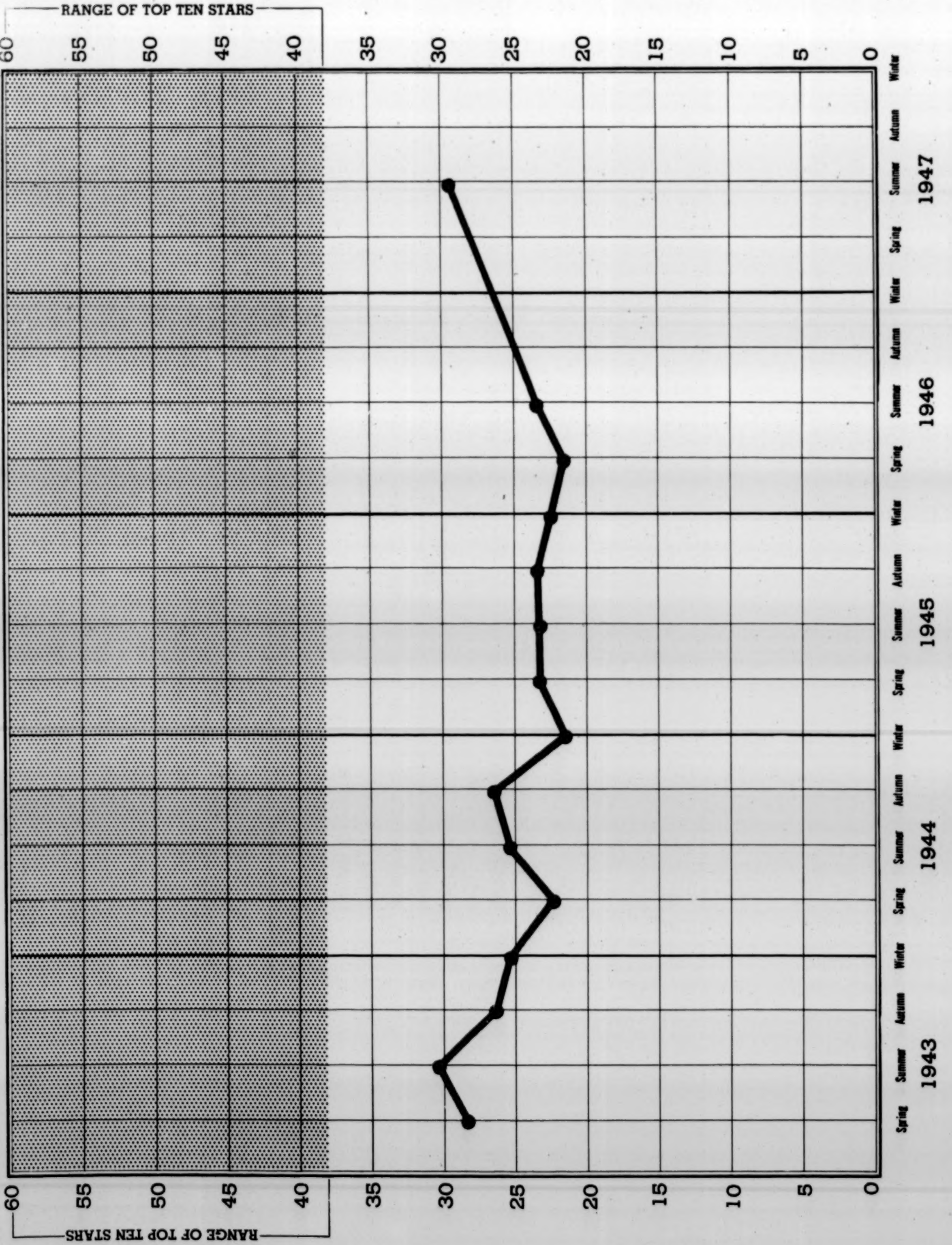
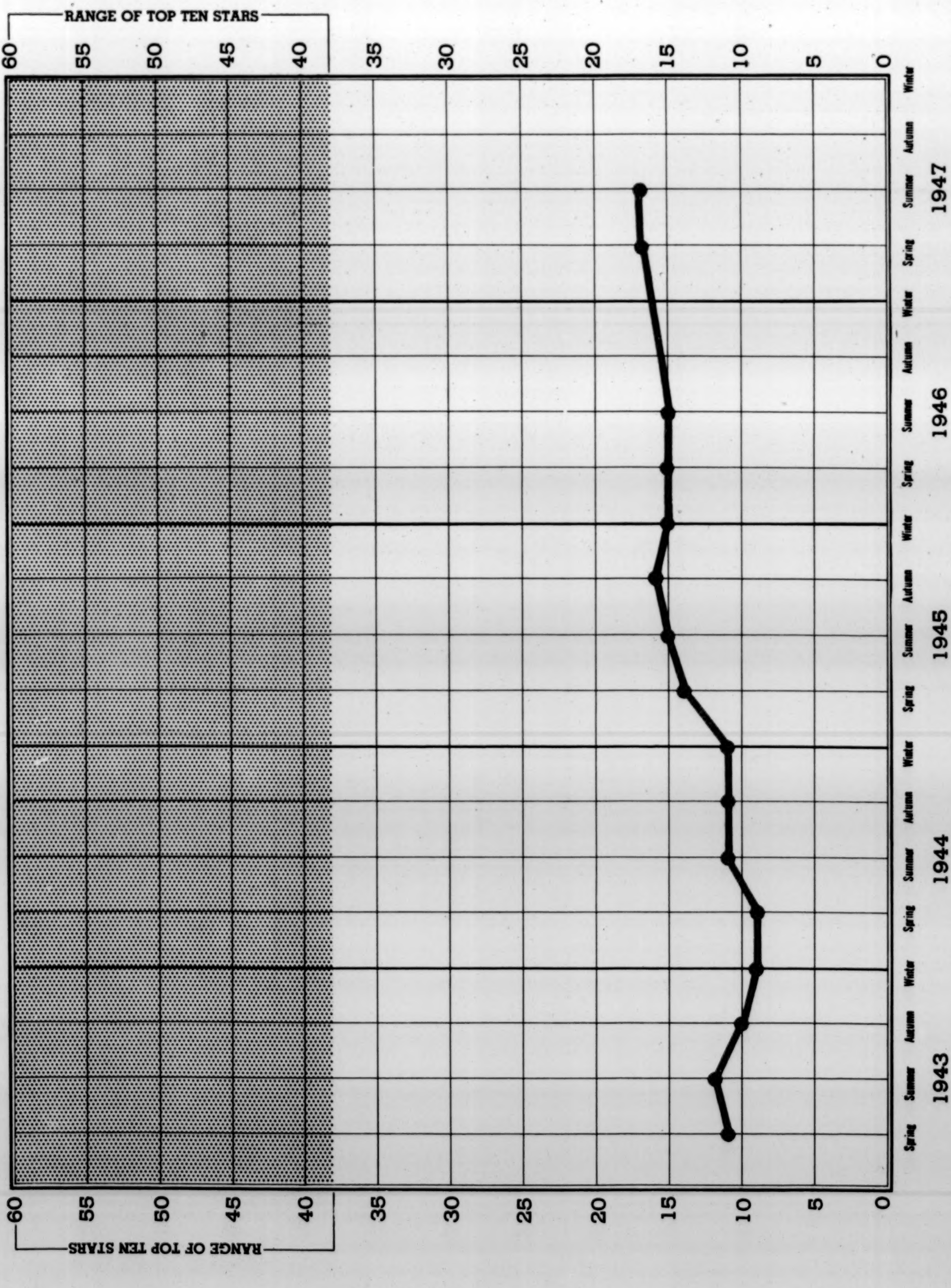


Dinah SHORE



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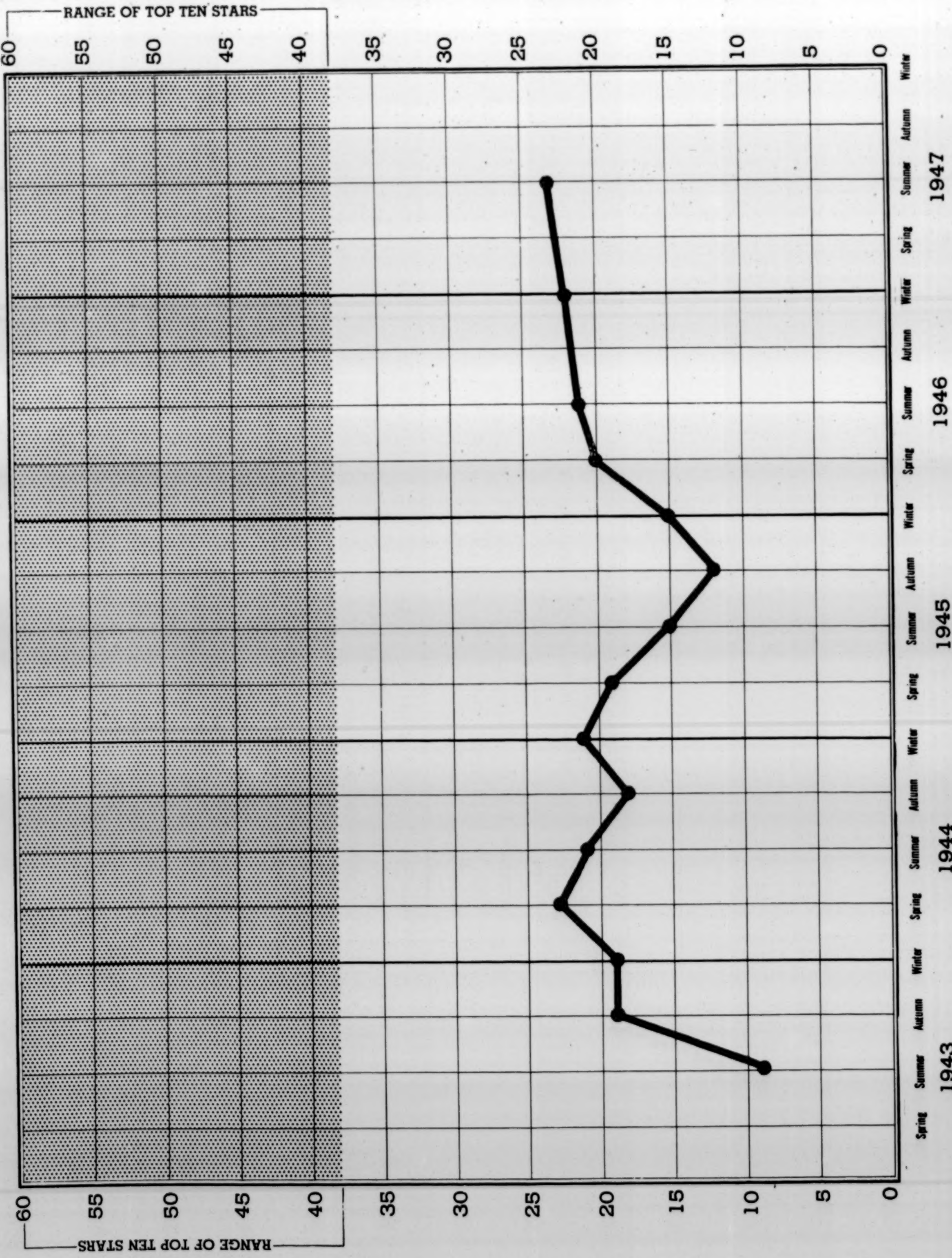
Frank SINATRA



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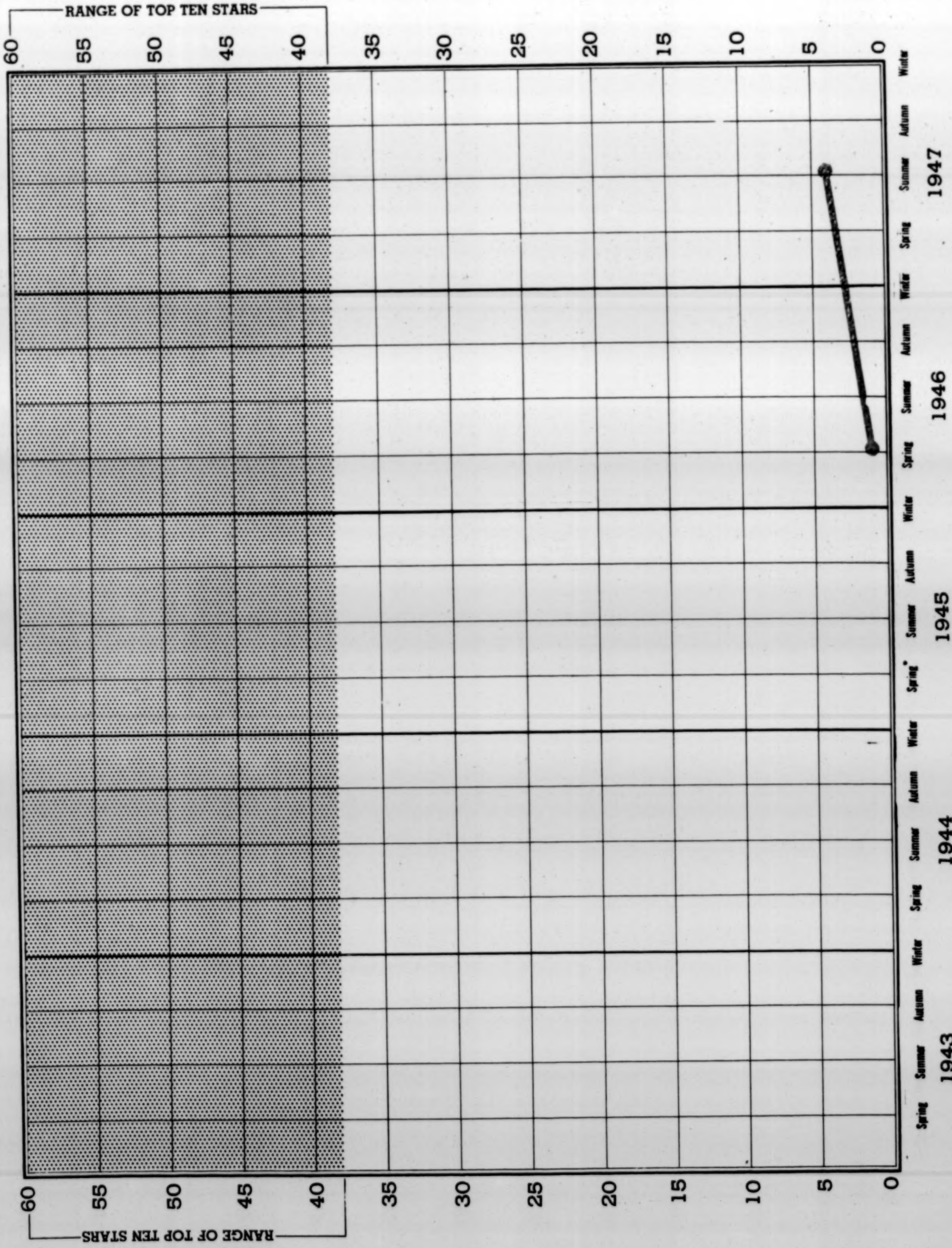
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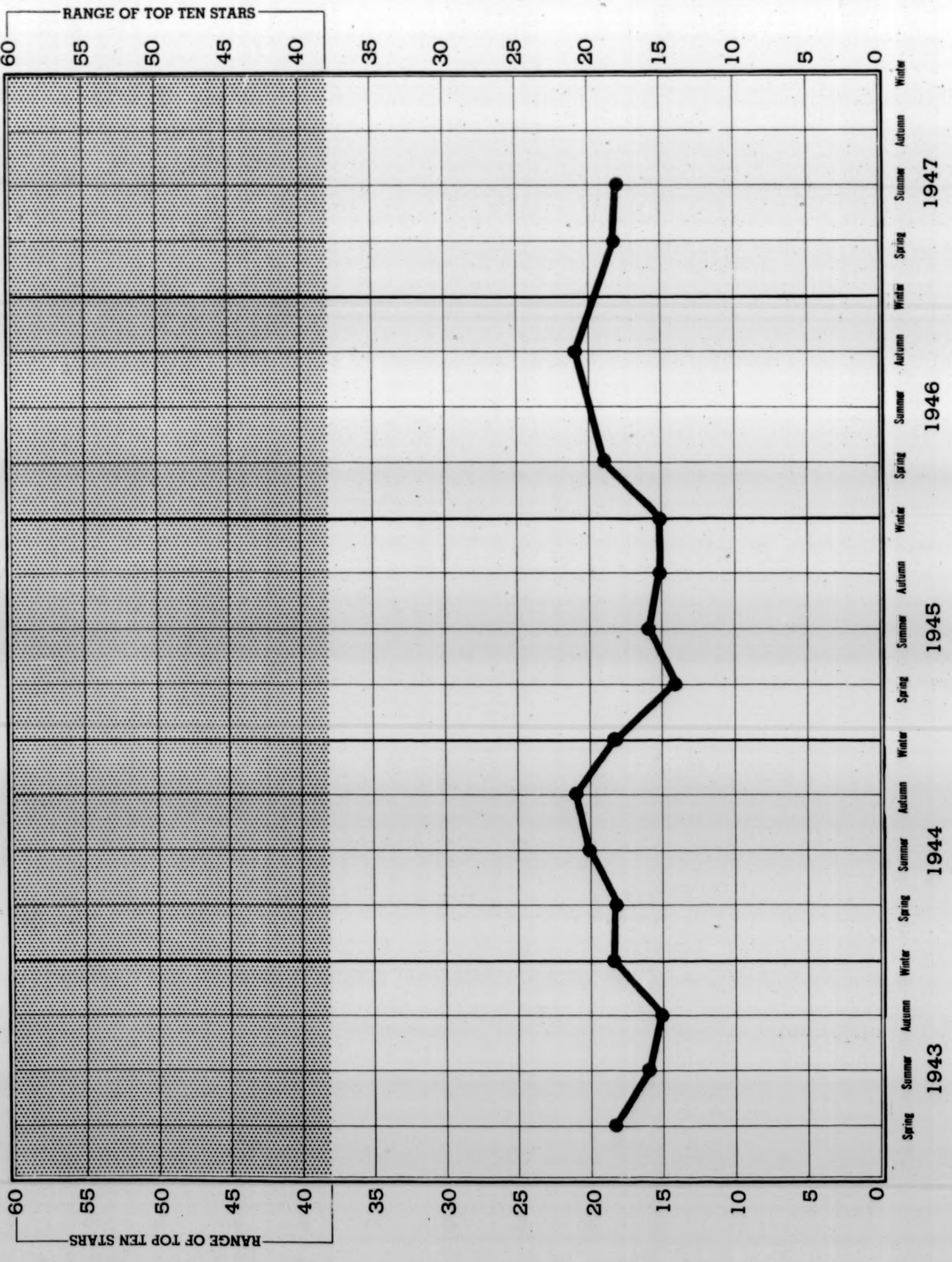
Ann SOTHERN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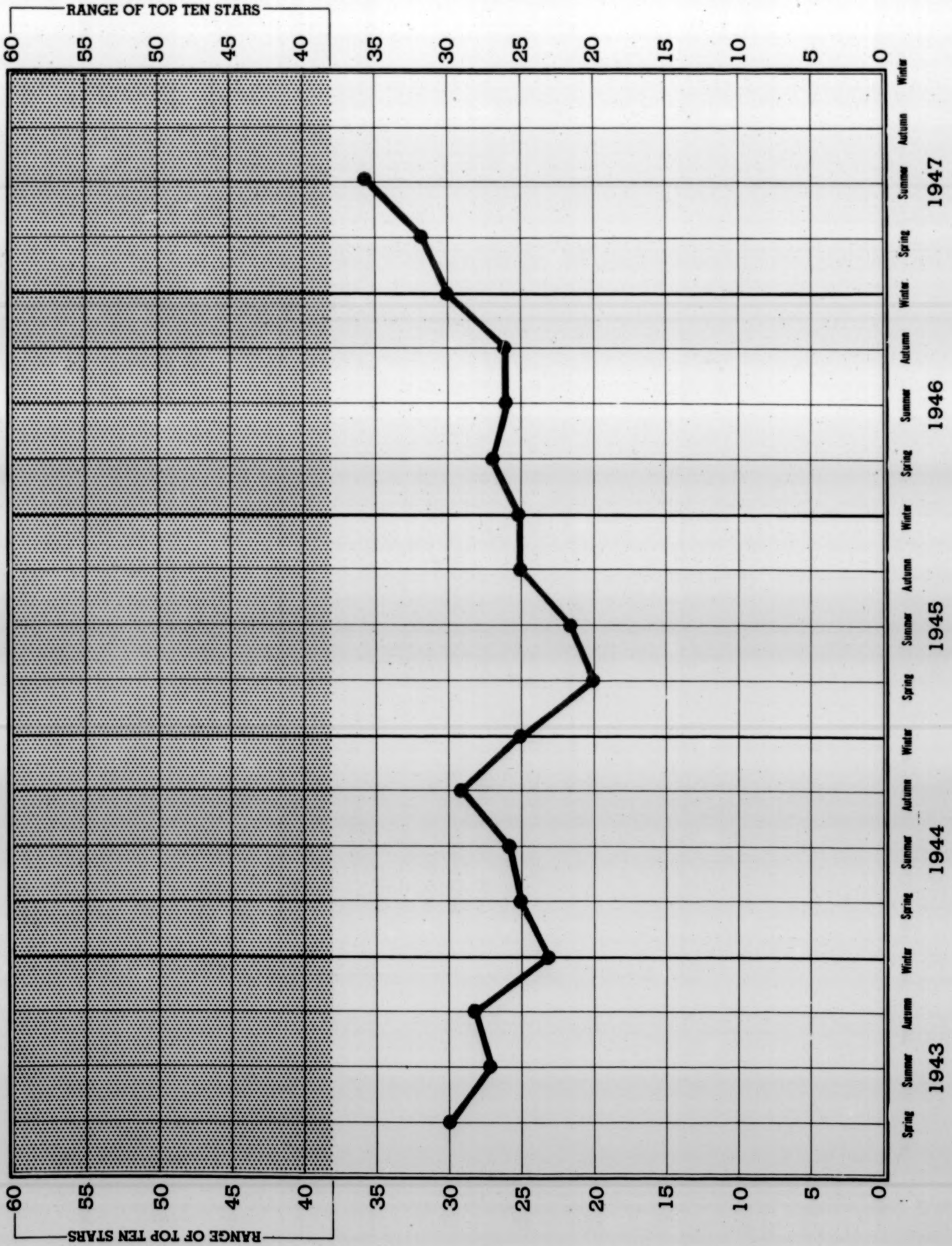
Barbara STANWYCK



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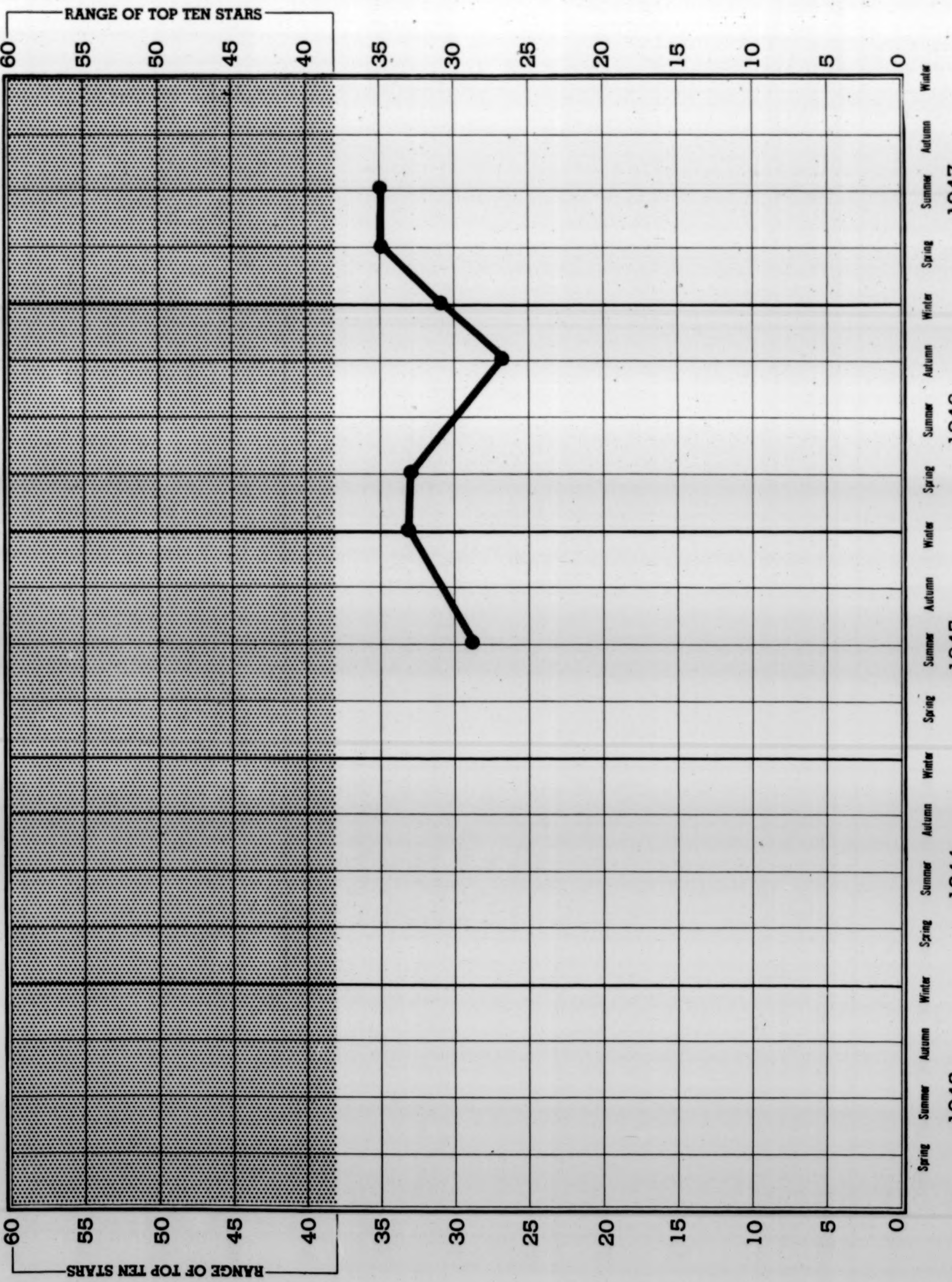

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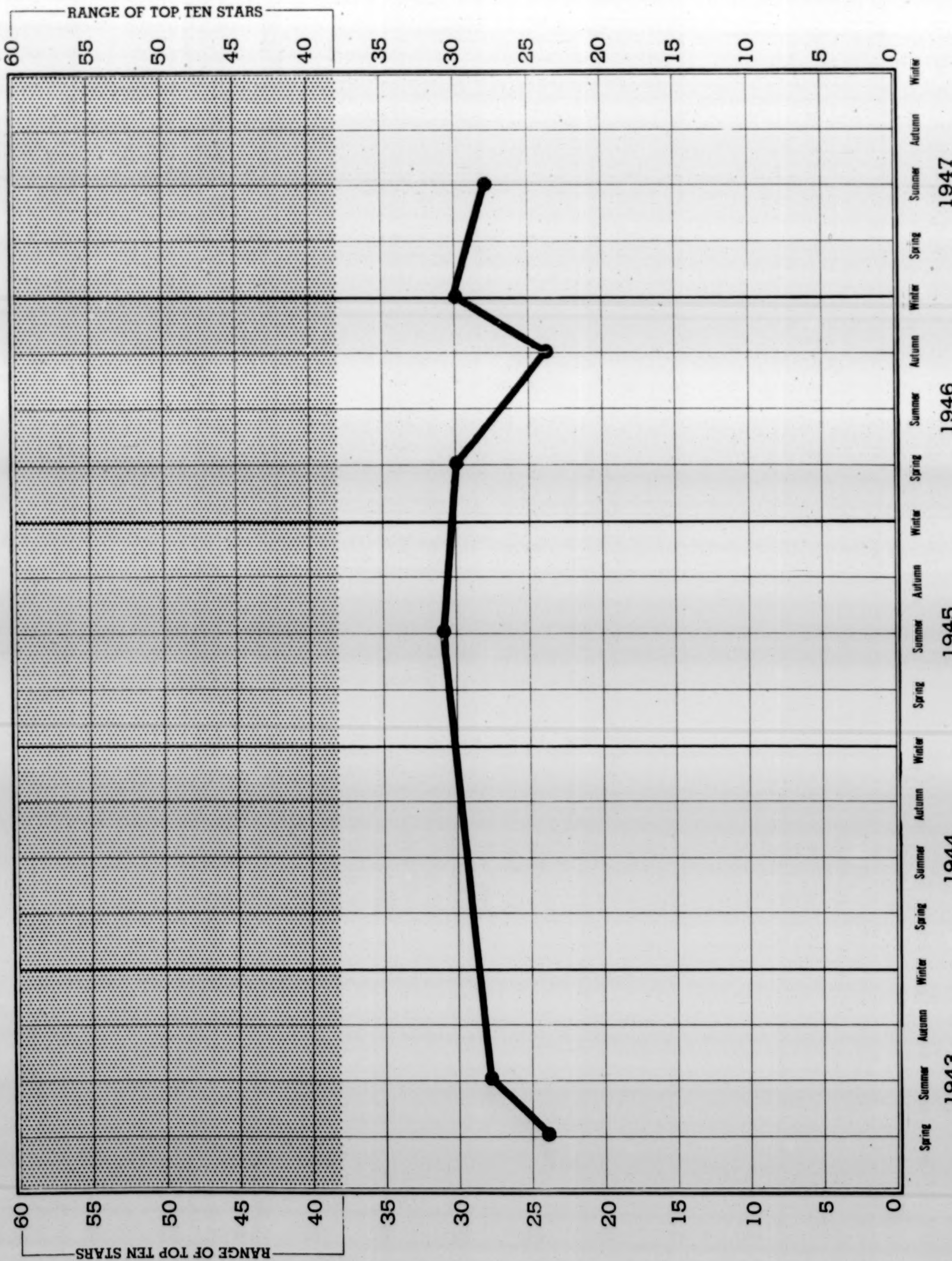
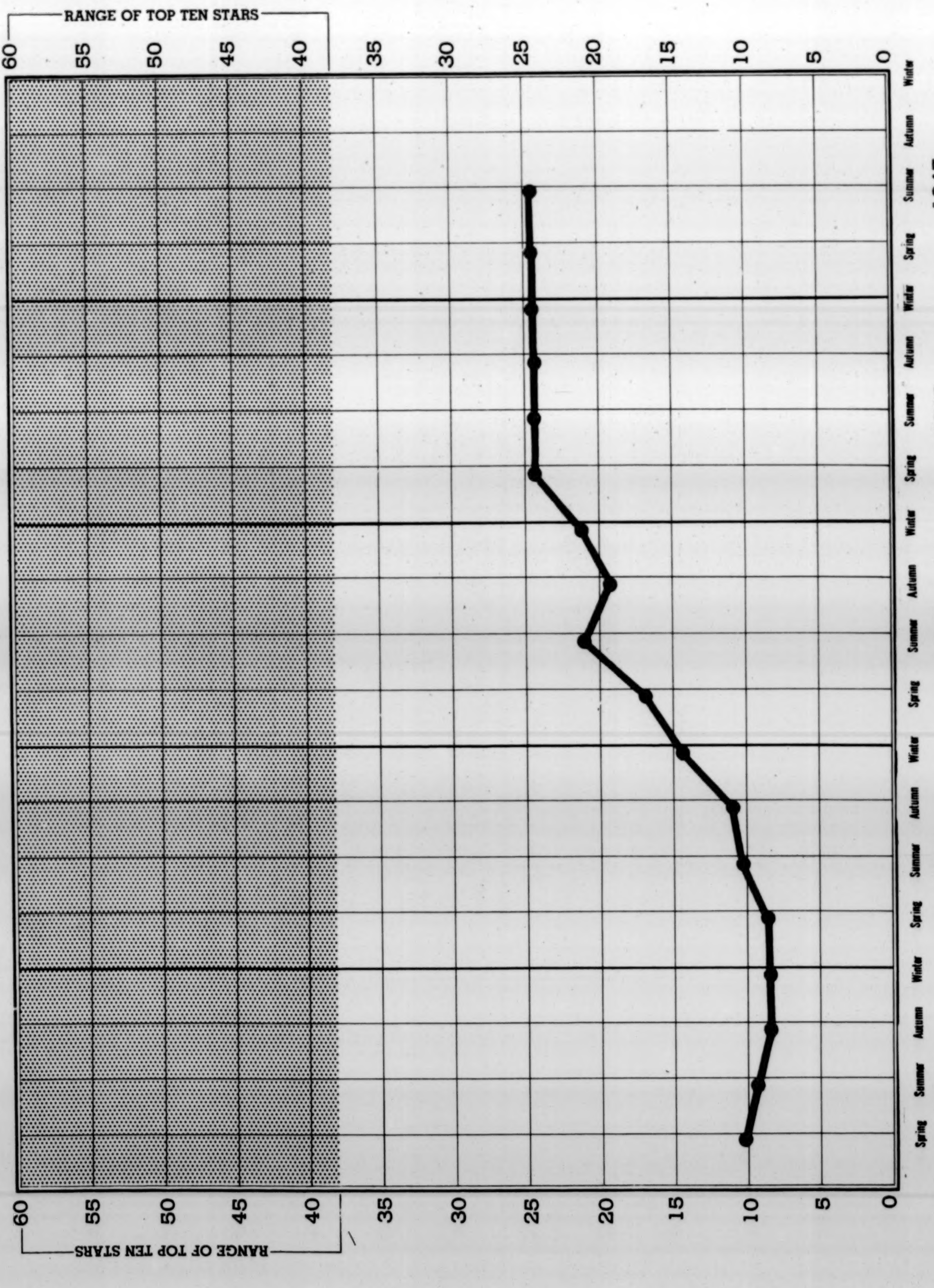


Shirley TEMPLE



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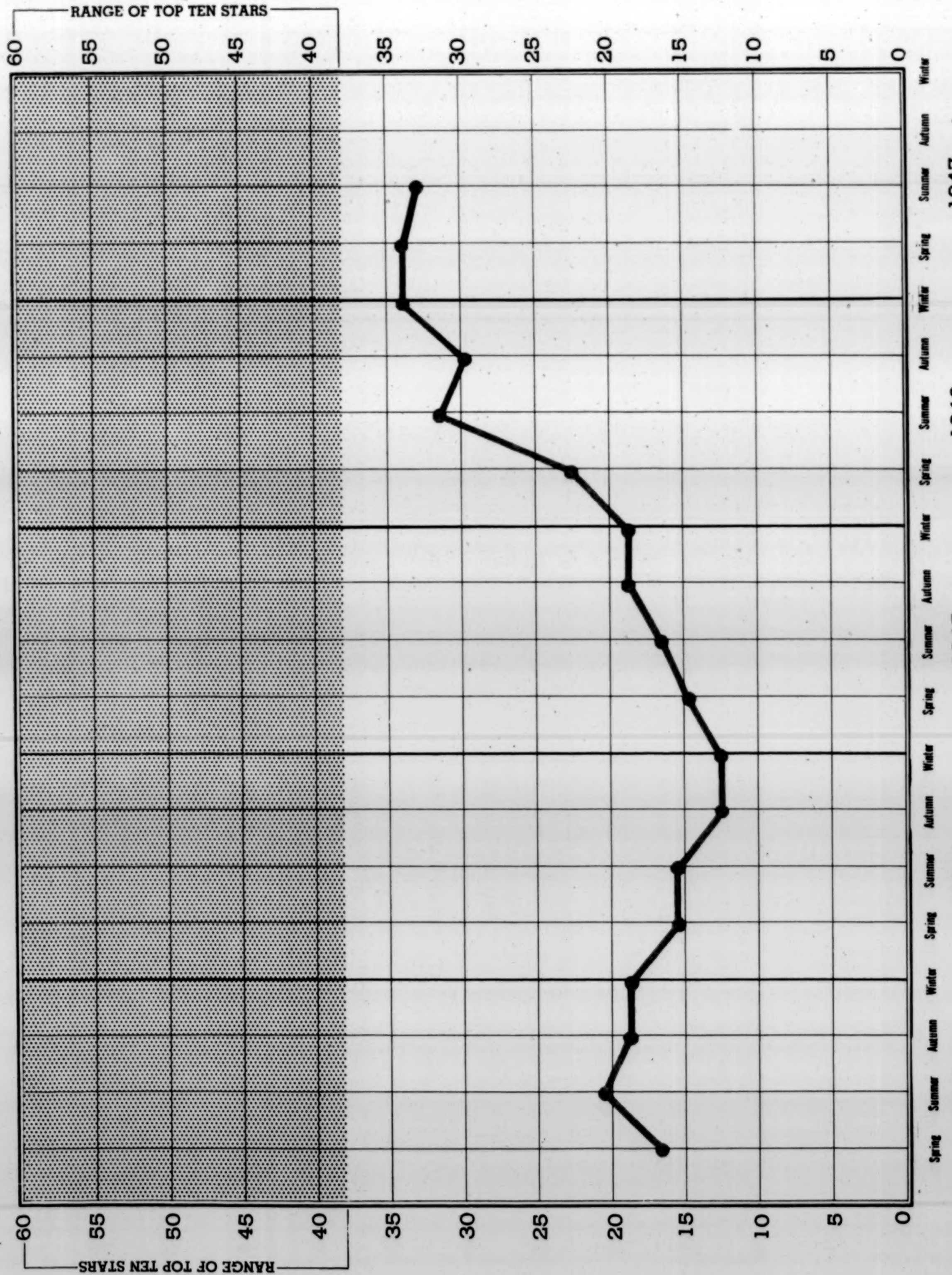

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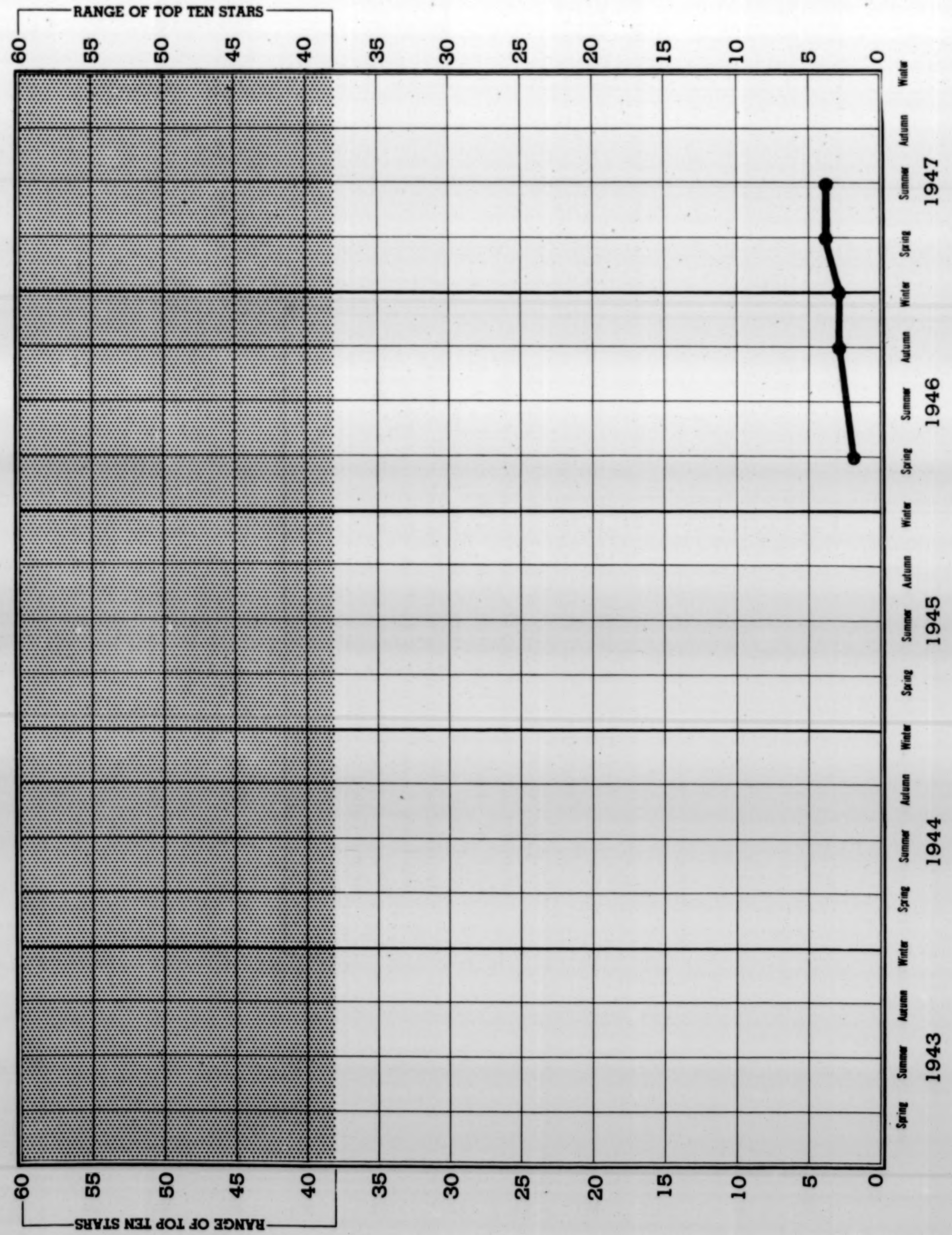

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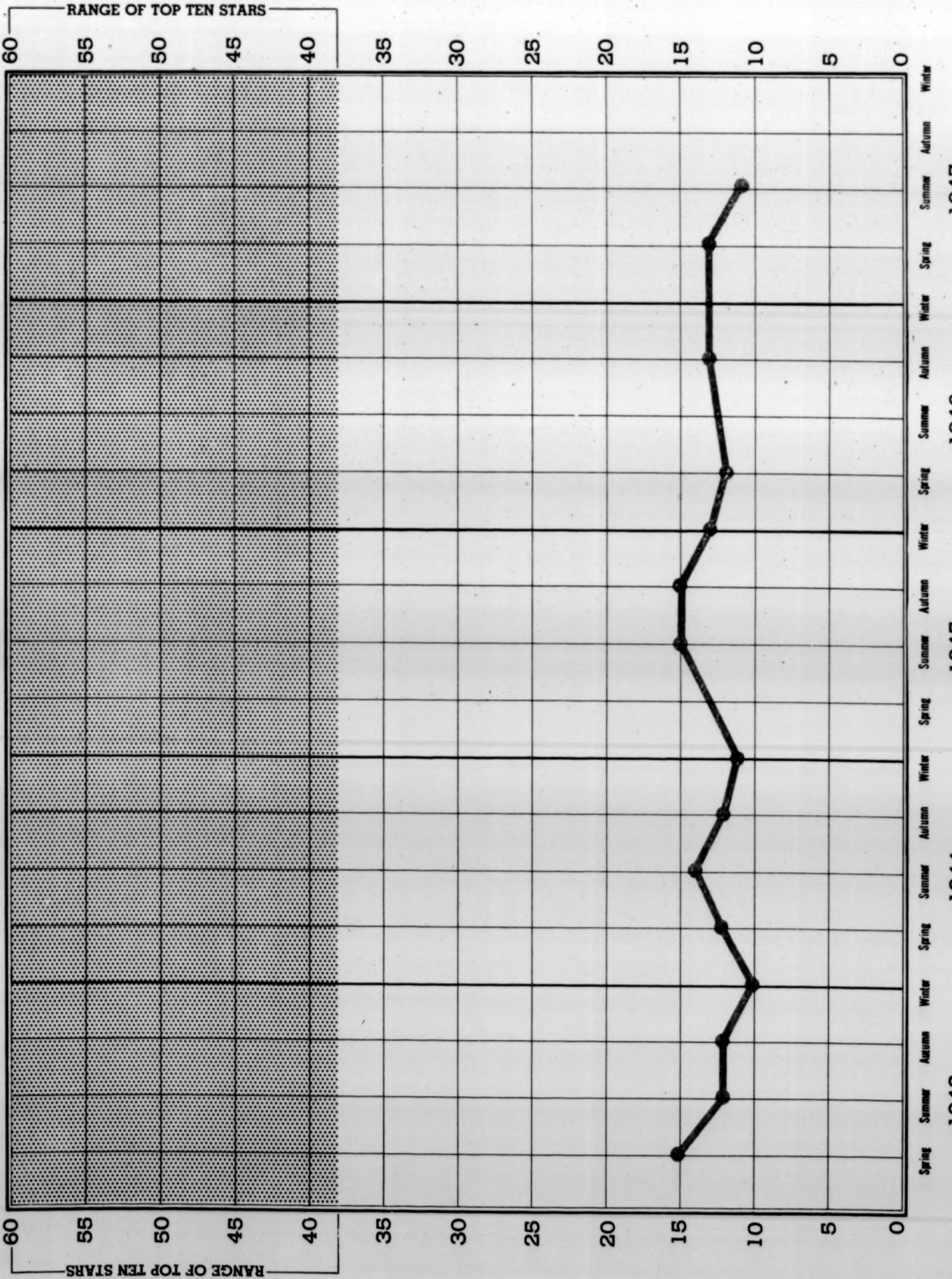

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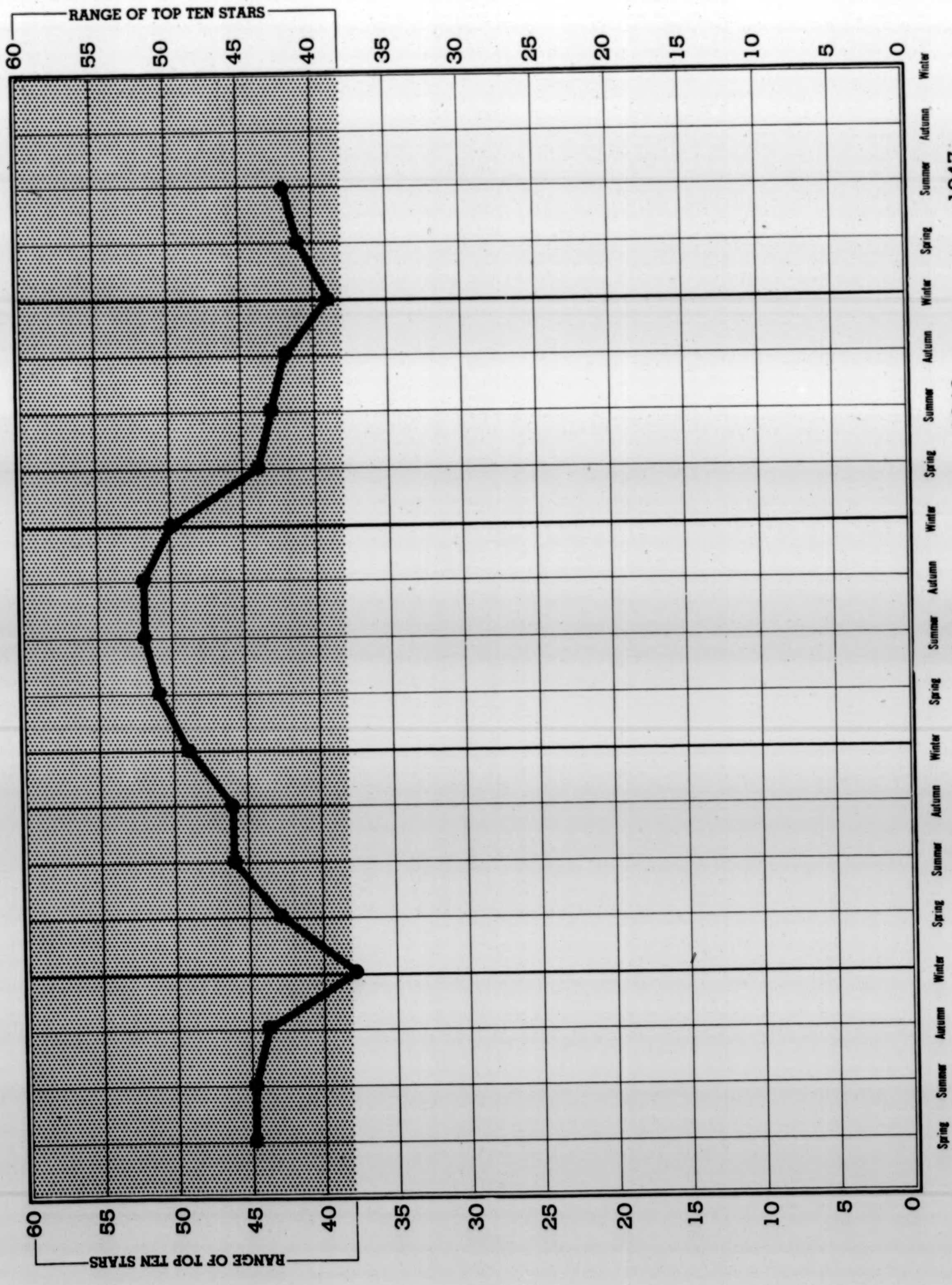

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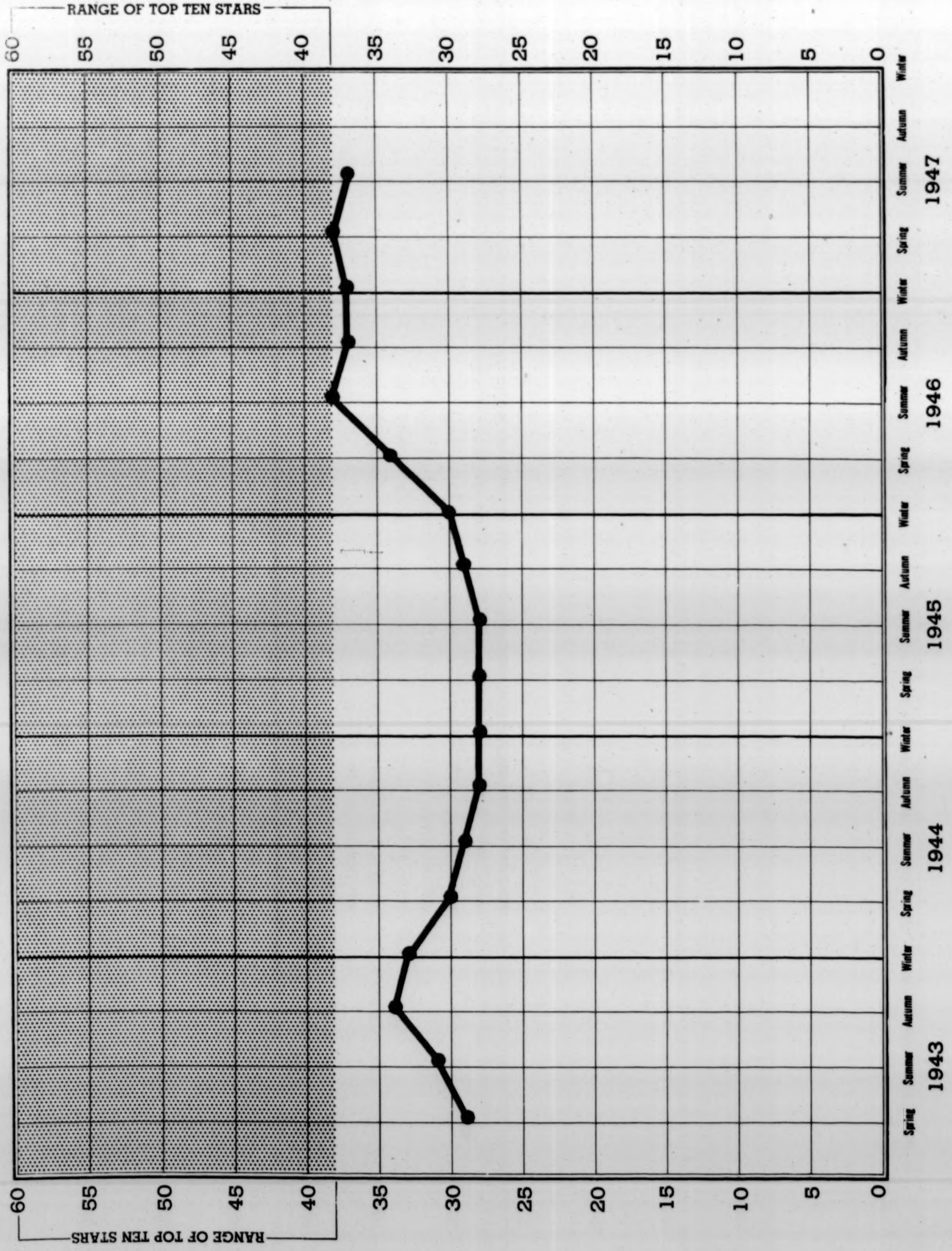
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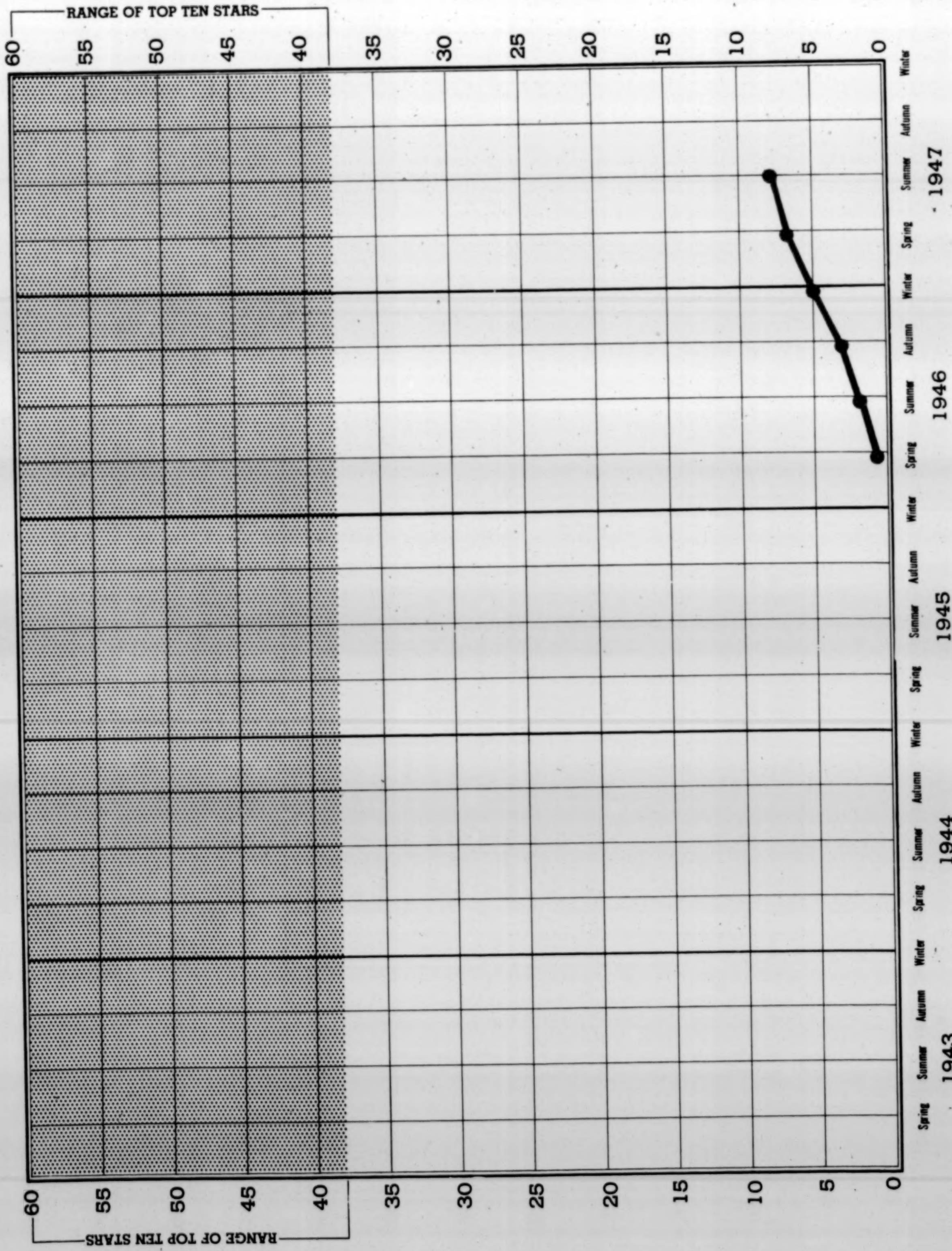
VERA-ELLEN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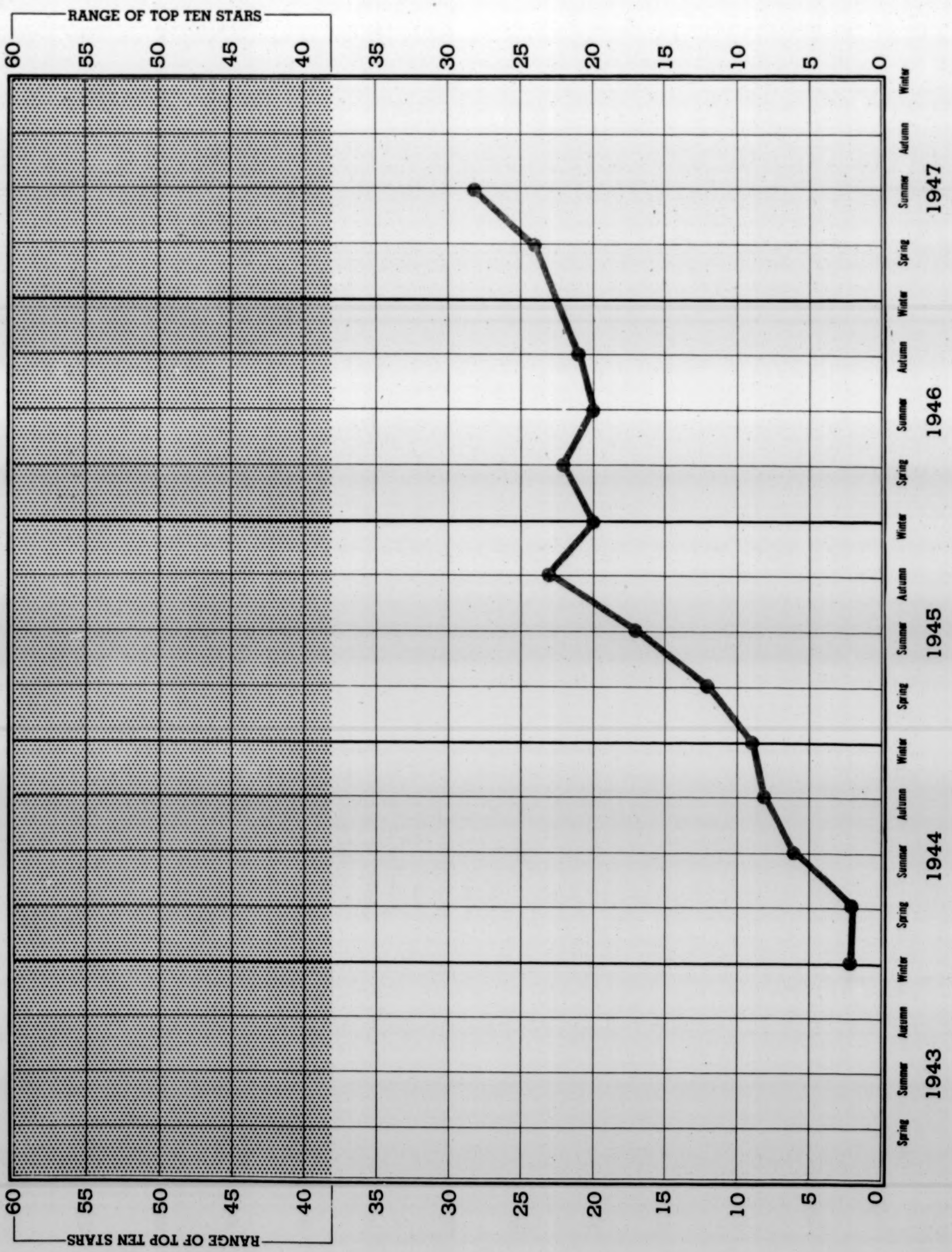
Robert WALKER



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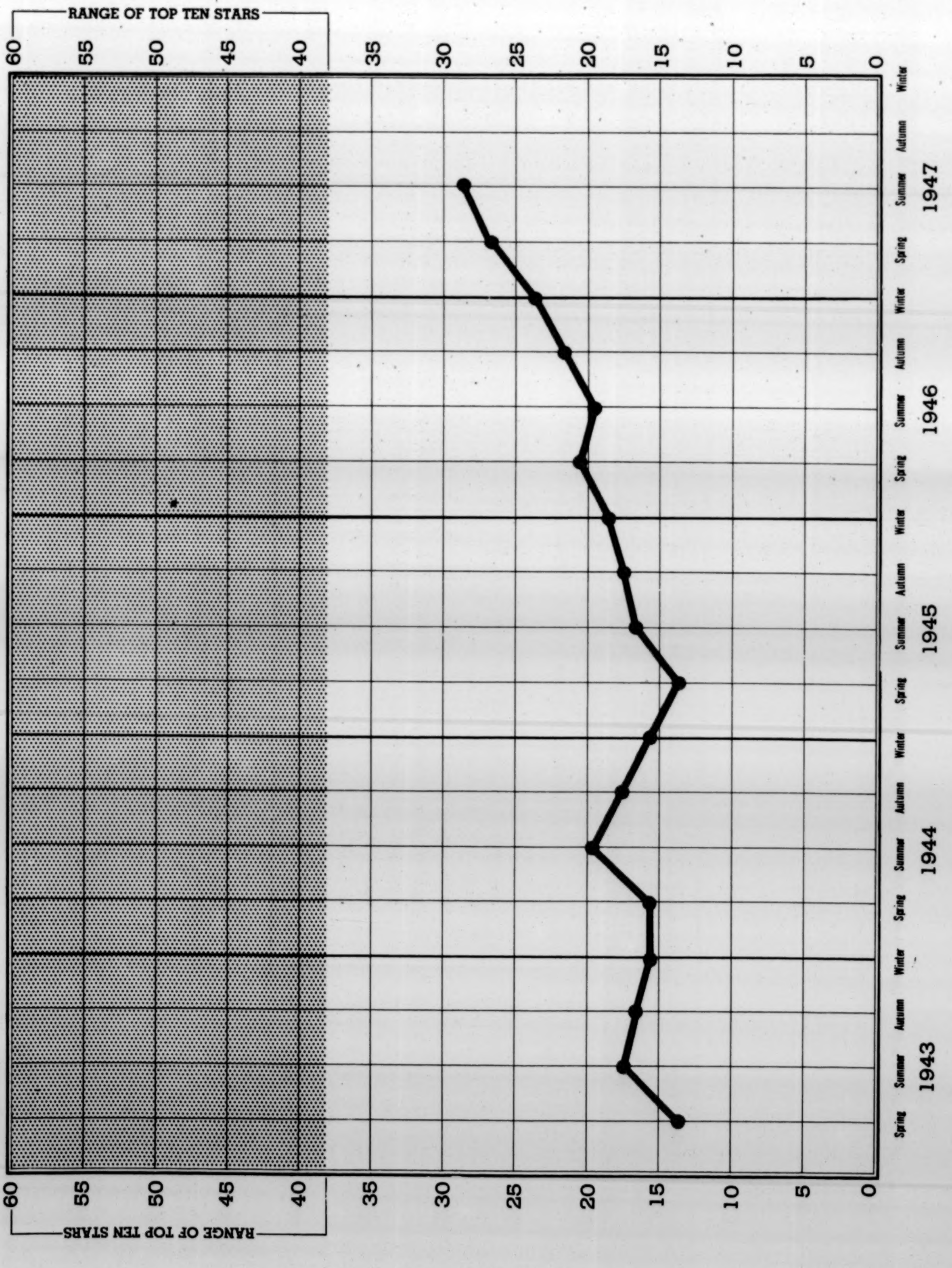

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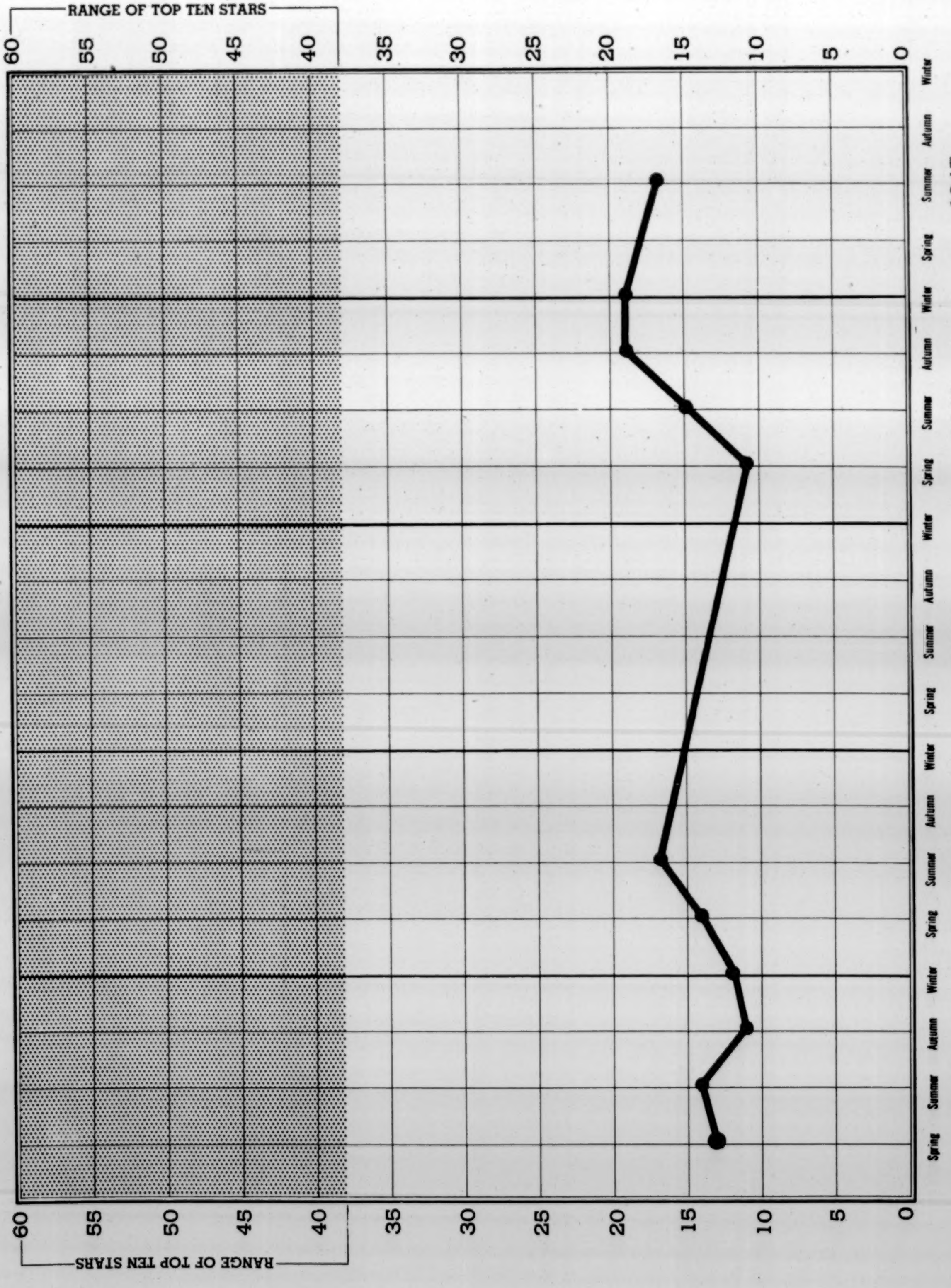
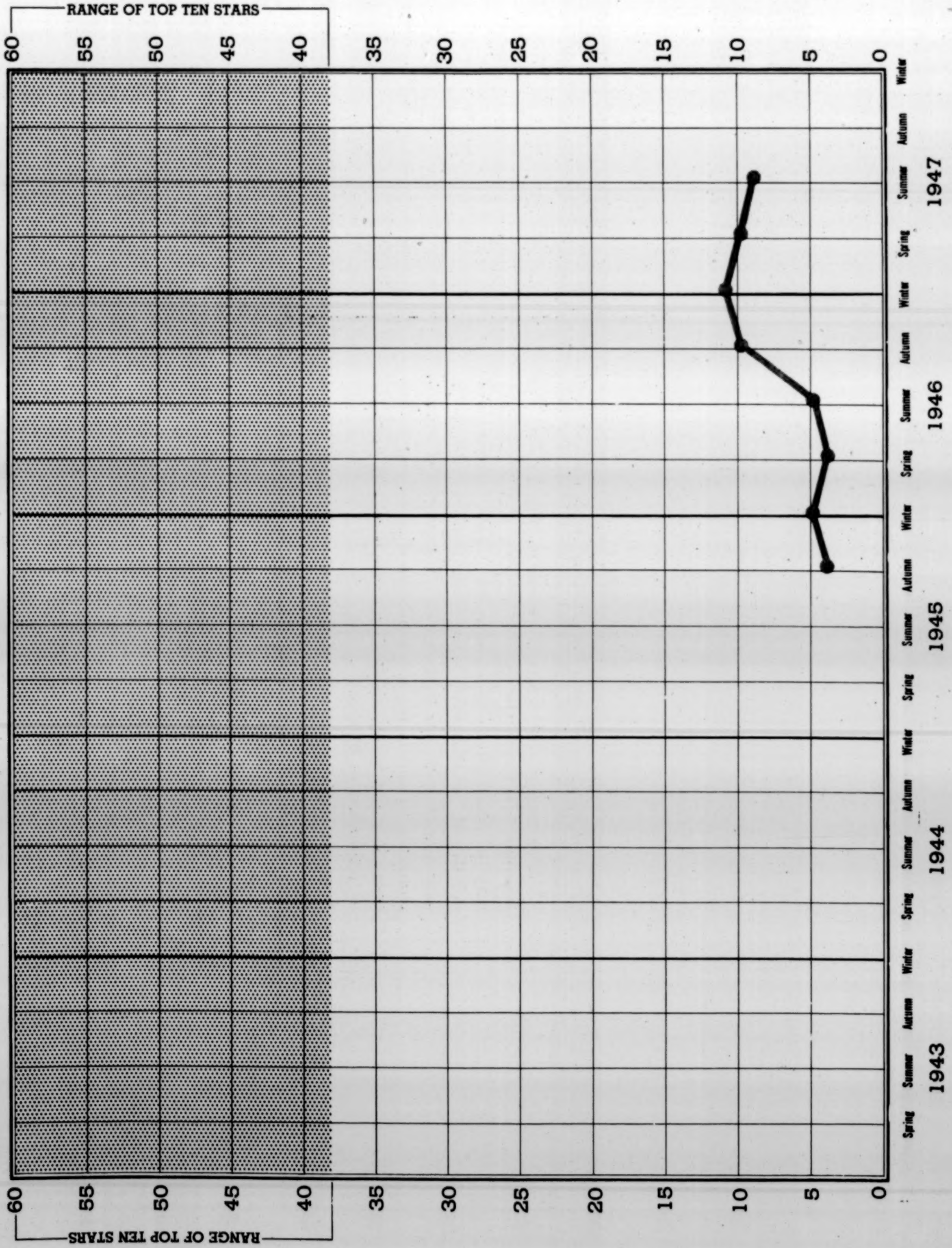
Orson WELLES



Bill WILLIAMS



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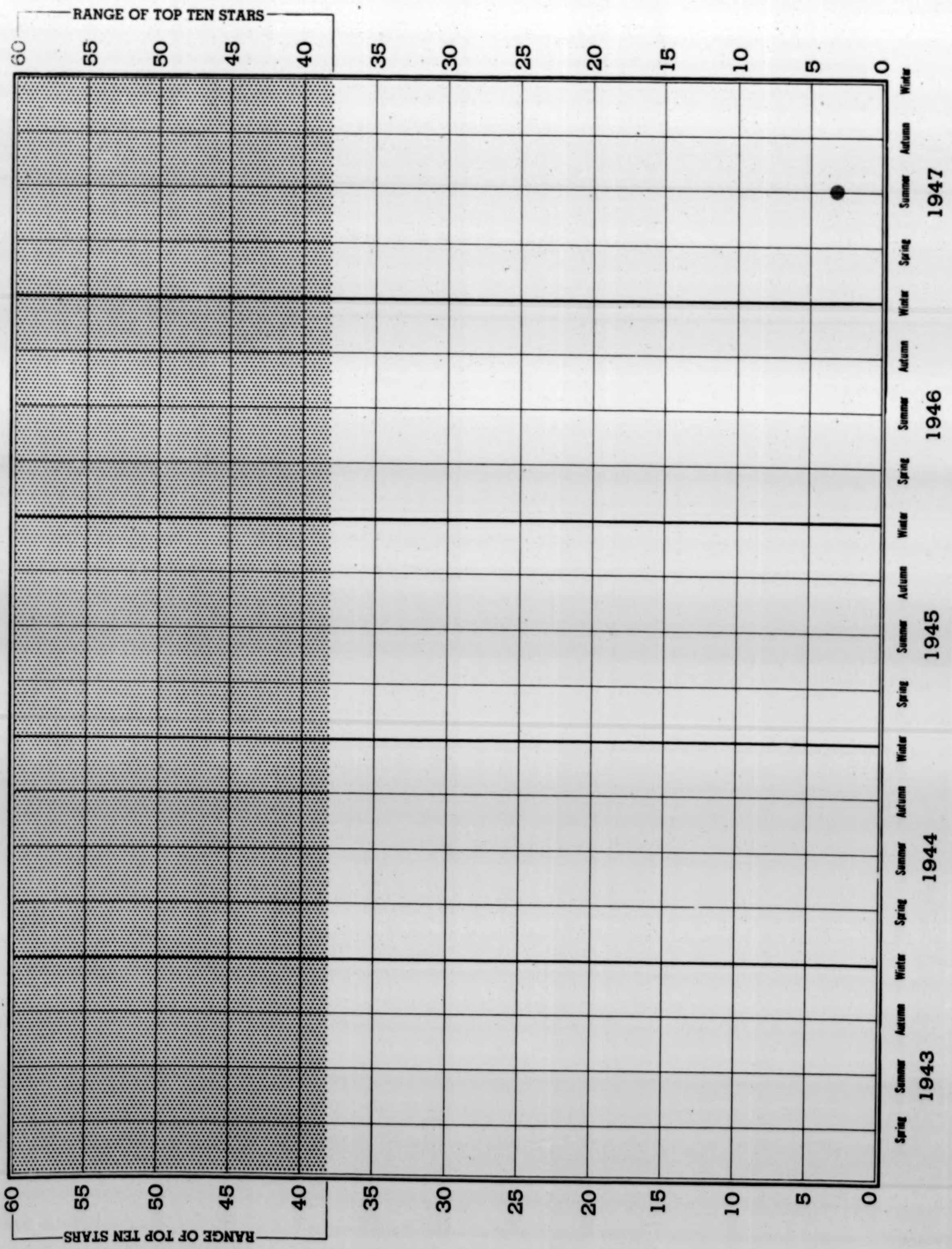

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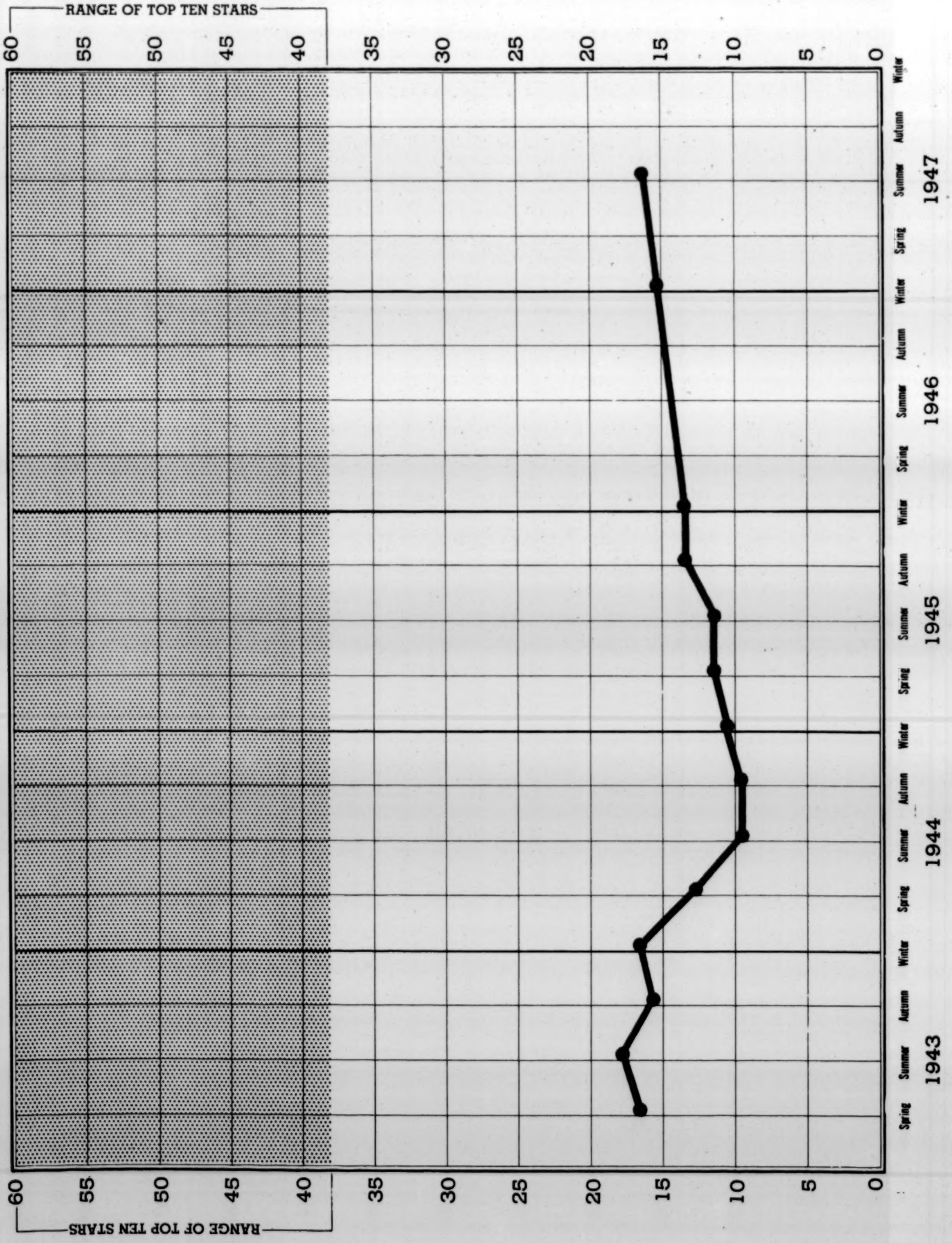
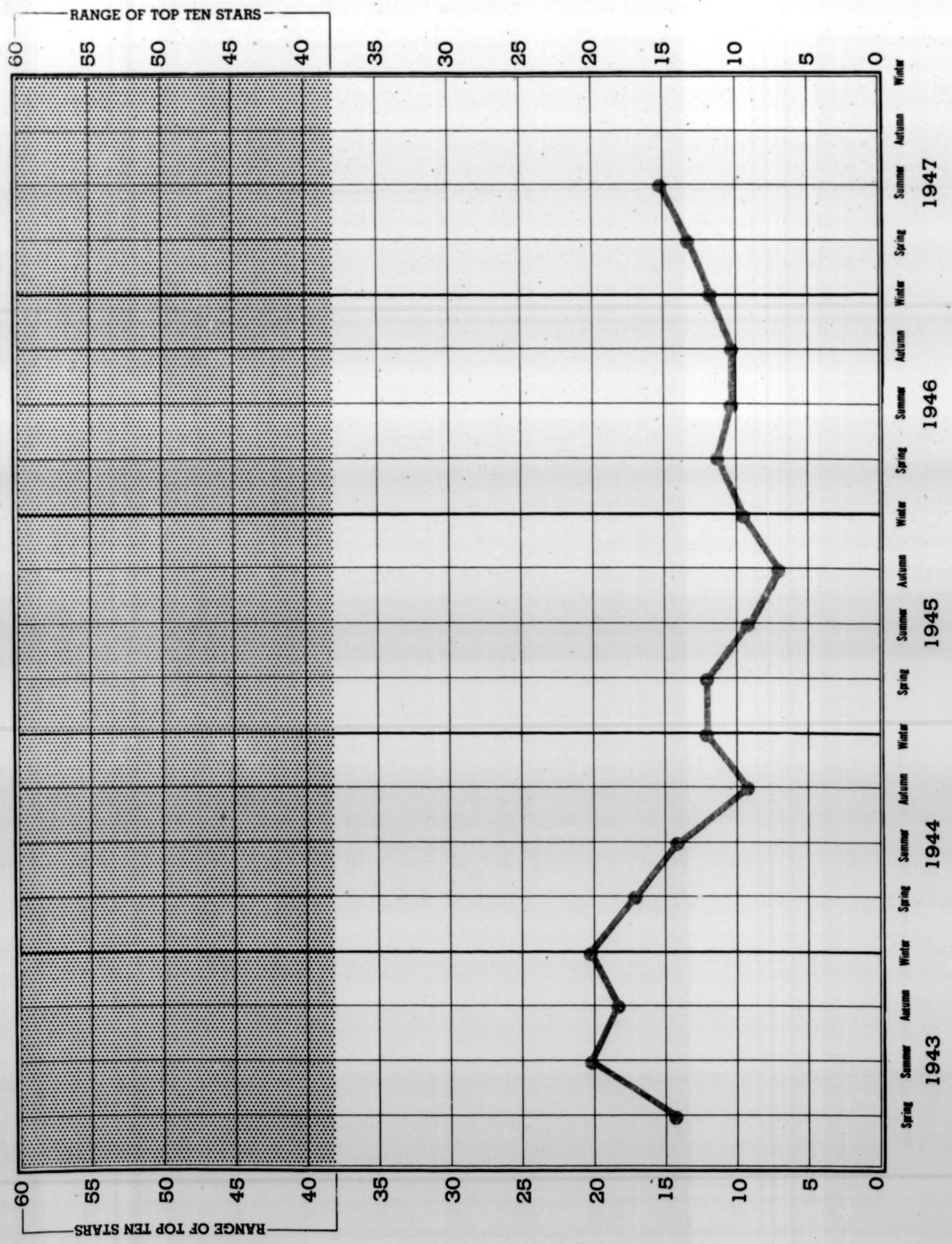
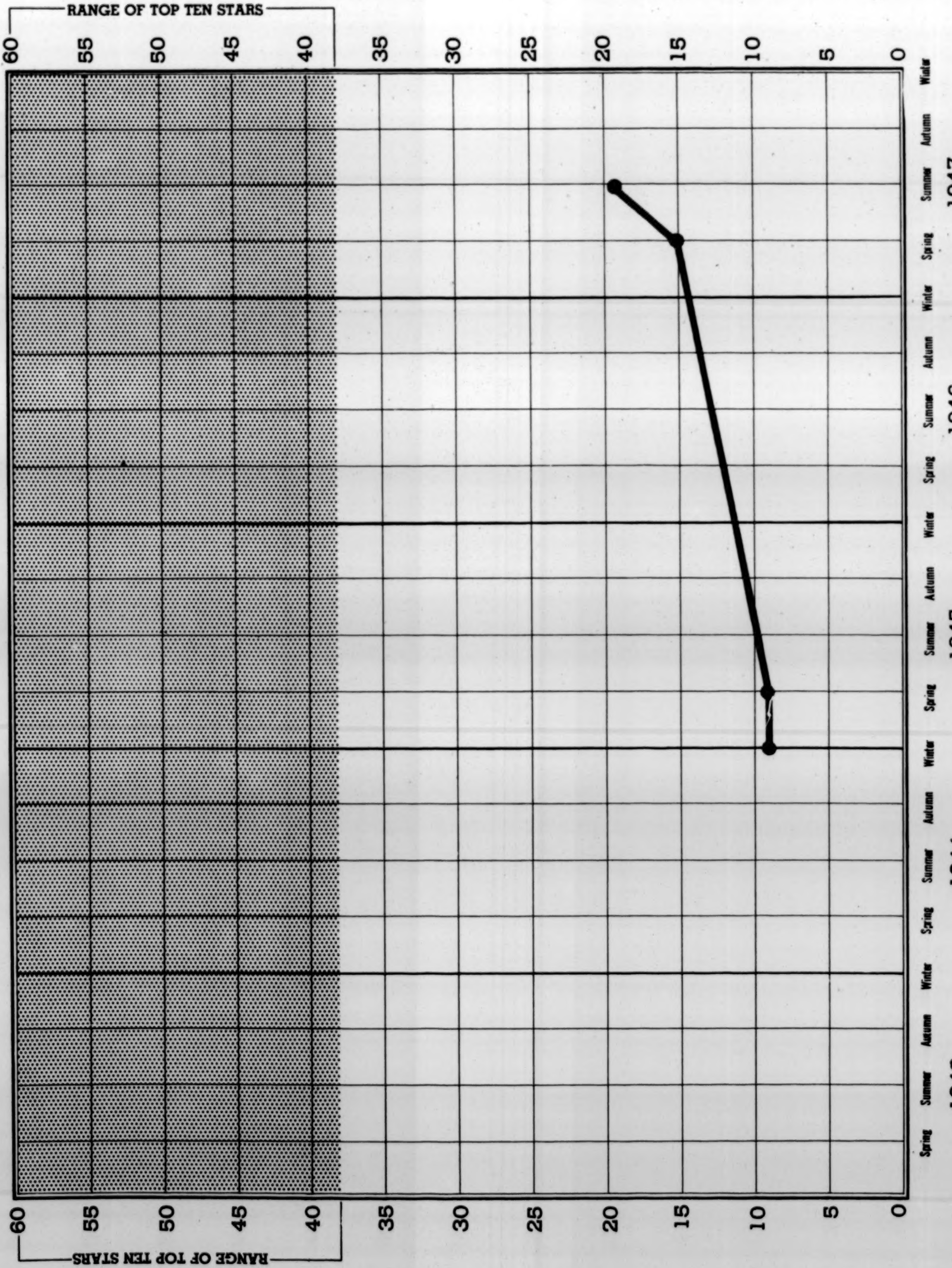


Teresa WRIGHT



Jane WYMAN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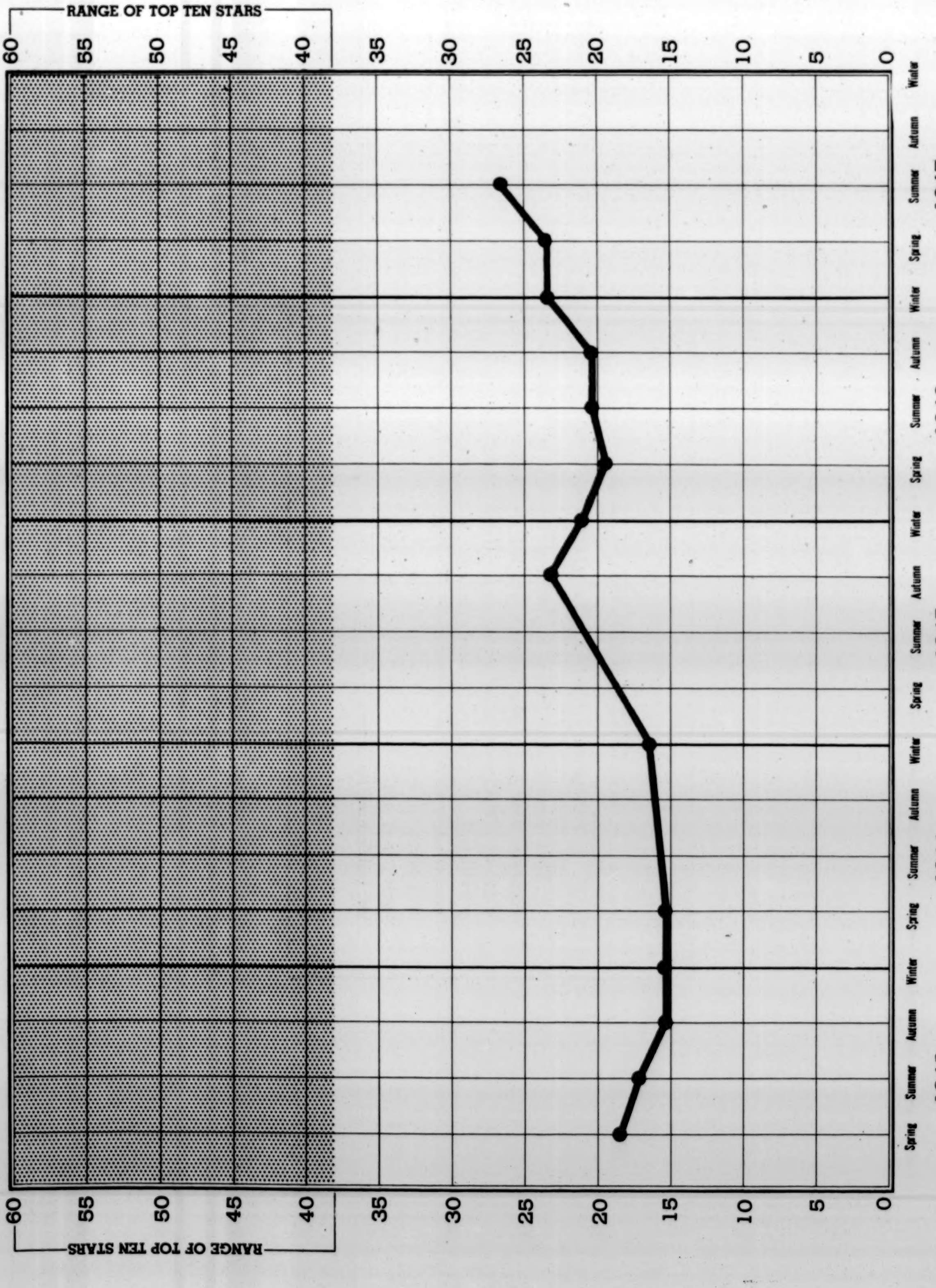
Loretta YOUNG



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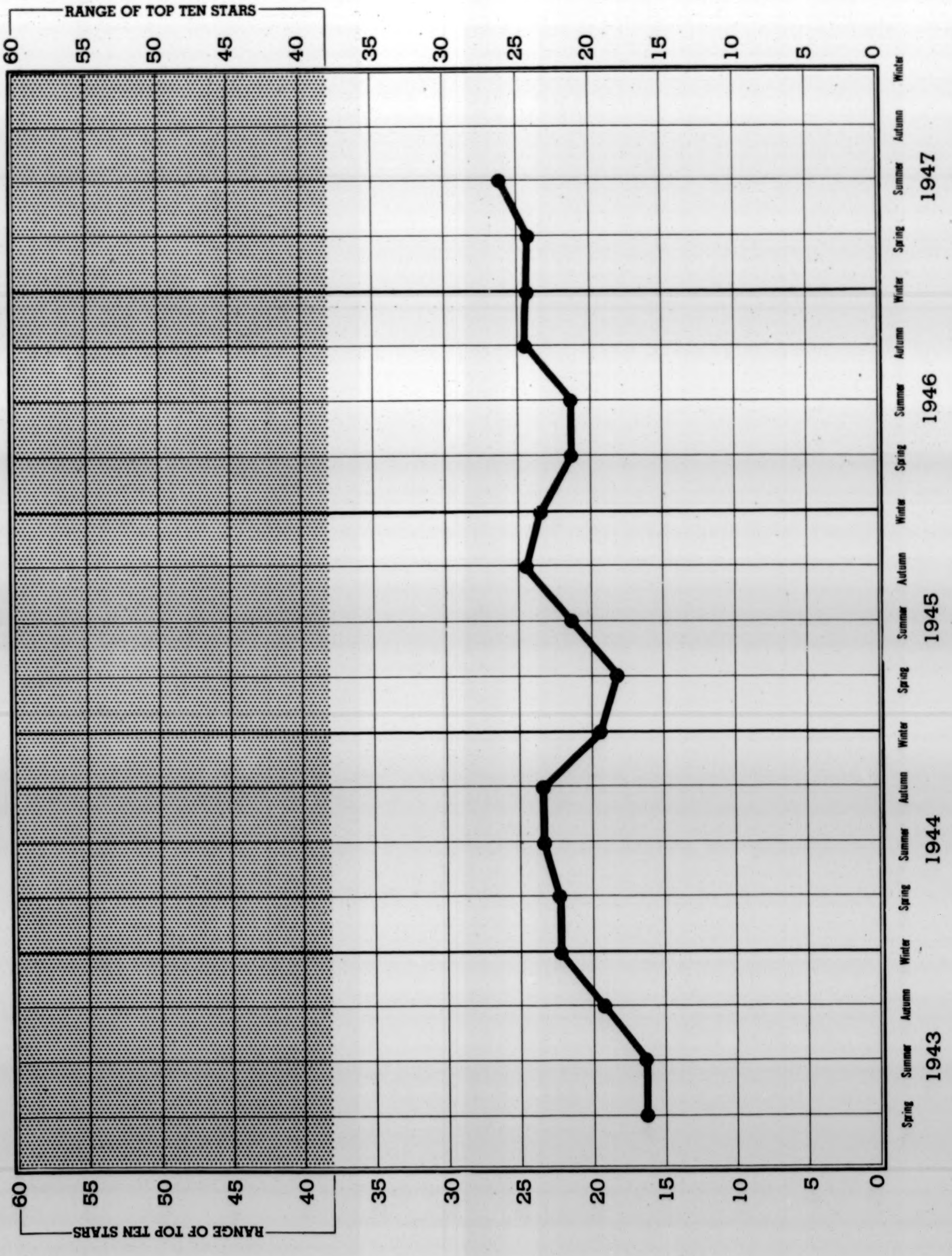

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